

2012 national prevention week

MAY 20-26

## PARTICIPANT TOOLKIT



### Introduction

Thank you for taking part in the Substance Abuse and Mental Health Services Administration's (SAMHSA's) first annual National Prevention Week in 2012! The theme for this year's celebration – We are the ones. How are you taking action? – gets at the heart of what we know works in preventing substance abuse and promoting mental, emotional, and behavioral well-being. Prevention and promotion involve many small, everyday actions – such as volunteering, participating in community organizations, and talking to your kids and neighbors – which together add up to healthier and more vibrant communities. This year we are asking everyone – health service providers, addiction and mental health experts, community-based organizations, youth-serving organizations, community leaders, faith-based organizations, school leadership, and others – to reflect on these actions and to answer questions as individuals and as a community:

- What are you doing to prevent substance abuse and promote emotional well-being?
- What can your community do?
- How will you make it a reality?

Our hope is that **National Prevention Week 2012** will serve as a time to proactively engage your community in your prevention efforts.

In the **National Prevention Week 2012** Toolkit, you will find everything you need to plan and hold an event that fits the needs of your particular organization and community while strengthening and creating community partnerships. Check out the “[Resources and References](#)” section for more information about issues that may be of particular importance to your organization – like substance abuse and mental health – as well as great organizations and online resources you can turn to for ideas and assistance.

Let's get started!

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# What Is National Prevention Week?

In the summer of 2011, the National Prevention, Health Promotion, and Public Health Council announced the release of the National Prevention Strategy, available at <http://www.healthcare.gov/prevention/nphpphc/strategy/report.html>, a comprehensive plan that will help increase the number of Americans who are healthy at every stage of life. The National Prevention Strategy emphasizes that prevention should be woven into all aspects of our lives – including where and how we live, learn, work, and play – and that everyone has a role in creating a healthier nation. **National Prevention Week** echoes this notion and celebrates this idea that everyone has a role to play in prevention.

**National Prevention Week** – May 20-26, 2012 – is a week-long celebration of the work that community organizations and individuals do year-round to help prevent substance abuse and promote mental, emotional, and behavioral well-being. We will be celebrating our prevention successes and building bridges to partners who care deeply about creating resilient and prevention-prepared communities. Together, we will build awareness around the importance of prevention and learn how each of us can take action to prevent substance abuse, promote mental health and emotional well-being, and create healthier and more vibrant communities.

**National Prevention Week** supports strategic directions highlighted in the National Prevention Strategy, specifically the idea expressed in ‘Healthy and Safe Community Environments’ that “Communities, including homes, schools, public spaces, and work sites, can be transformed to support well-being and make healthy choices easy and affordable.” **National Prevention Week** also supports the idea that “Preventive services ... provide people with the information they need to make good decisions about their health,” a focus of the ‘Clinical and Community Preventive Services’ strategic direction in the National Prevention Strategy.

# Why Celebrate National Prevention Week 2012?

Your organization, family, and/or community is already doing the challenging, yet rewarding work of preventing substance abuse and promoting mental, emotional, and behavioral well-being, so why the need for **National Prevention Week 2012**? It serves as a way to honor your commitment to these important causes, and provides a platform to bring families and community members together to focus on substance abuse prevention and mental health awareness. Holding a **National Prevention Week 2012** event provides your group or organization an opportunity to celebrate the power of prevention, raise awareness about substance abuse, and galvanize support for wellness and prevention practices that bolster your community's overall health. Refer to the "[Planning Your Event](#)" section of this toolkit for more information on how to plan and host an effective event. Here are just a few of the benefits:

## Build Visibility

Typically, the work of substance abuse prevention and mental health promotion is difficult to quantify. Holding an event during **National Prevention Week 2012** is a way to make your daily work more accessible to the community at large, as well as to current and potential partners. Holding an event also gives your organization a reason to reach out to the media in new ways and potentially garner media coverage for **National Prevention Week 2012** and the National Prevention Strategy. See sections on "[Free and Low-Cost Ways to Get the Word Out](#)" and "[Working with the Media](#)" for more information and ideas.

## Connect with Partners

**National Prevention Week 2012** offers an opportunity to deepen connections with current partners, explore new opportunities, and energize new and existing partners about your future plans. An event is also a wonderful way to invite potential partners to participate in your organization's prevention efforts! See "[Identifying and Working with Partners](#)" for more information and ideas.

## Celebrate Your Organization or Group

It's important to take time to celebrate the work that your organization or group does each year. Staff and volunteers deserve to be acknowledged for their hard work, and it's important that everyone – staff, partners, and your community – take time to bask in the organization's or group's accomplishments. **National Prevention Week 2012** provides a great opportunity to honor the work you do!

## Affirm a Healthy Lifestyle

**National Prevention Week 2012** is a chance for your organization or group to communicate the impact that substance abuse and mental health problems can have on your community. It celebrates the idea that small changes can make a big difference: one person's choice to affirm a healthy lifestyle can make a meaningful difference in the community.

One important cornerstone of a healthy lifestyle is obtaining and maintaining health insurance. Coverage provides access to wellness checkups and preventive services that allow you to take a proactive role in maintaining your physical health and mental, emotional, and behavioral well-being. As emphasized in the National Prevention Strategy, it's important to weave prevention into all aspects of your life. It's therefore also important to familiarize yourself with your current health insurance coverage and the preventive services that it covers. It's important to be diligent and maintain your eligibility, reviewing your coverage on a regular basis and being proactive in maintaining enrollment; this is especially important to people covered by Medicare, Medicaid, and CHIP.

If you are interested in updating your current coverage, exploring new health care options, or obtaining health insurance, visit <http://www.healthcare.gov>. There, you can use an interactive guide to find insurance options and identify the plan that's best for you.

By hosting a National Prevention Week 2012 event, you can introduce new ways of thinking about healthy living, support systems, and resources like HealthCare.gov to people in your community.

Through promotion of the “Prevention Pledge” – an interactive Facebook application and printable document – you can invite community members to formally affirm their commitment to living a healthy lifestyle and to make a change in their own lives that will positively affect their friends, family, and the surrounding community. See “[How Can I Encourage Support by Taking and Promoting the ‘Prevention Pledge’?](#)” for more information and ideas.

## Be Part of a National Commitment to Prevention

Participation in **National Prevention Week 2012** further engages your organization in the larger prevention community and connects you with others who are working to prevent substance abuse and promote positive mental, emotional, and behavioral health across the country, as well as all those involved in the National Prevention Strategy. Taking part in **National Prevention Week 2012** and shepherding the National Prevention Strategy links your organization or group to a larger network of community-based organizations and schools, as well as local, State, and Federal agencies working toward similar goals. By sharing ideas and information through SAMHSA’s **National Prevention Week 2012** Facebook page and encouraging people throughout your community to sign the “Prevention Pledge,” you can help energize not only your community, but others around the country! See “[How Can I Encourage National Support by Taking and Promoting the ‘Prevention Pledge’?](#)” and “[Free and Low-Cost Ways to Get the Word Out](#)” for more information and ideas.

# How Can I Encourage National Support by Taking and Promoting the “Prevention Pledge”?

Encouraging community members to take the “Prevention Pledge” is an easy way to raise awareness about the importance of embracing a healthy lifestyle. By taking the pledge, community members make a commitment to preventing substance abuse and promoting mental health and emotional well-being, and have the opportunity to share that promise with their friends and family. Taking the “Prevention Pledge” also demonstrates that, “I support **National Prevention Week 2012!**,” and can help galvanize support for this cause.

## How to Support and Promote the “Prevention Pledge”

**National Prevention Week 2012**’s “Prevention Pledge,” found on SAMHSA’s Facebook page at <http://www.facebook.com/samhsa>, allows visitors to commit to a lifestyle that embodies wellness simply by signing the pledge digitally or clicking “Share” on the “Prevention Pledge” interactive tab. By ‘sharing’ the pledge, visitors can introduce their friends and family to the pledge and spread the word about **National Prevention Week 2012**. The **National Prevention Week 2012** Facebook page also provides visitors with the opportunity to share ideas and information about events, and to answer the question, “How are you celebrating **National Prevention Week 2012?**”

By promoting the “Prevention Pledge” in your event materials; linking to it on your organization’s or group’s Web site, Facebook or Twitter page; and encouraging people to take the pledge through media outreach or word-of-mouth; you can engage your community members and ask them to play a proactive role in prevention. There’s strength in community and power in numbers, and the “Prevention Pledge” is an easy way for anyone and everyone to promote the positive messages of **National Prevention Week 2012** and the National Prevention Strategy!

Visitors to SAMHSA’s Facebook page will be able to view and take the “Prevention Pledge” starting in early Spring 2012 through **National Prevention Week 2012**. The “Prevention Pledge” can also be printed for distribution at your event, so that those without Internet access can still participate. Please see “[National Prevention Week 2012 Promotional Materials](#)” for a printable version of the “Prevention Pledge.”

If you are interested in sharing information about the “Prevention Pledge” in your materials and online, please consider using or customizing the following messages:

## For Your Web Site or Printed Materials

- Small actions make a big difference, and your commitment to living a healthy lifestyle can make a huge impact on your community. Take the “Prevention Pledge” at <http://www.facebook.com/samhsa> and lead the way!
- Want to make a difference in your community? Lead by example and commit to living an emotionally healthy lifestyle that’s free of substance abuse. Take the “Prevention Pledge” today at <http://www.facebook.com/samhsa> and join others around the country to celebrate SAMHSA’s **National Prevention Week 2012**.
- **National Prevention Week 2012** is coming up and we want YOU to get involved! By taking the “Prevention Pledge” at <http://www.facebook.com/samhsa>, you can help kick off **National Prevention Week 2012** and make a big difference both in your community and in prevention efforts across the country!
- Are you ready to make a promise to yourself? Commit to taking care of your mental, emotional, and behavioral well-being and staying free of substance abuse. Take the “Prevention Pledge” and learn more about SAMHSA’s **National Prevention Week 2012** at <http://www.facebook.com/samhsa>.

## For Facebook

- I took SAMHSA’s “Prevention Pledge” and you should too! It’s a great way to get involved in your community by making a promise to live a healthy lifestyle, free of substance abuse. Be a role model and show your friends and family that you are ready to lead by example! Visit <http://www.facebook.com/samhsa> to learn more.
- Be the change you want to see in your community! Take SAMHSA’s “Prevention Pledge” and share your commitment to an emotionally healthy lifestyle, free of substance abuse, with your friends and family. Check out <http://www.facebook.com/samhsa> to learn more.
- **National Prevention Week 2012** is coming up! To learn more about what you can do to prevent substance abuse, promote mental, emotional, and behavioral well-being, and make a difference in your community, visit <http://www.facebook.com/samhsa> and take the “Prevention Pledge!”

## For Twitter

- Make a change in your community! Take SAMHSA's Prevention Pledge and commit to a healthy lifestyle! Check out <http://www.facebook.com/samhsa>.
- Take the pledge to promote healthy living and substance abuse prevention as part of SAMHSA's **National Prevention Week 2012** at <http://www.facebook.com/samhsa>!
- Check out SAMHSA's Prevention Pledge at <http://www.facebook.com/samhsa> and take action in your community by demonstrating your commitment to a healthy lifestyle.

**NOTE** – Whenever you post anything on Twitter about **National Prevention Week 2012**, the “Prevention Pledge,” or your own community event, don’t forget to include the #hashtag for **National Prevention Week 2012, #NPW2012!** This #hashtag is a convenient way to mark your tweet as part of the larger conversation about **National Prevention Week 2012**. For more information about the **National Prevention Week 2012** #hashtag, see the Toolkit section on “[Social Media Outreach](#).”

# Planning Your Event

As you begin planning your organization's or group's involvement in **National Prevention Week 2012**, you'll want to take into consideration the many factors that will help you plan and host an effective event. By clearly identifying the issues and topics you'll be addressing, setting achievable goals and defining success upfront, establishing a clear budget, determining the type and size of event you'll be hosting, and creating a realistic timeline, your organization or group will be able to execute a successful event that strengthens your relationship with the community and connects your efforts to a nationwide health observance.

## The Themes of National Prevention Week 2012

Five daily themes have been established to highlight issues that are essential to SAMHSA's work, with two priorities identified in the National Prevention Strategy: Preventing Drug Abuse and Excessive Alcohol Use, and Mental and Emotional Well-Being. This Toolkit includes information about these specific prevention issues - which may already be a large part of your organization's or group's targeted efforts - as well as ideas for themed events to assist your organization or group as you plan your participation in **National Prevention Week 2012**.

Date	National Prevention Week 2012 Theme
Monday, May 21	Prevention of Underage Drinking
Tuesday, May 22	Prevention of Prescription Drug Abuse and Illicit Drug Use
Wednesday, May 23	Prevention of Alcohol Abuse
Thursday, May 24	Suicide Prevention
Friday, May 25	Promotion of Mental, Emotional, and Behavioral Well-Being

There is no requirement to align your **National Prevention Week 2012** events with these themes. Feel free to focus on the area of prevention that best suits you and your community.

Please see the sections on "[Types of Events](#)" and "[Fact Sheets on Themes for National Prevention Week 2012](#)" for more information and ideas.

## Keeping Success in Mind

It may seem counterintuitive to think about the intended results of your event before you've even begun to plan it. However, collectively deciding what a successful event looks like or what you want to achieve through your **National Prevention Week 2012** event will help you determine the type of activity or celebration that best suits your needs.

For example, your goal may be to raise awareness of your organization, as measured by placement of media pieces about your **National Prevention Week 2012** events or activities. You may seek to further engage funding partners and to fundraise through independent donors, as measured by additional donations. Or, you may want to increase community awareness about ways to get involved in substance abuse prevention and mental health promotion through educational events, as measured by attendance and enrollment in community programs. Determining your ultimate goals upfront will help your organization or group to plan an event that will facilitate success.

## Types of Events

**National Prevention Week 2012** takes place from May 20 through May 26, and is the perfect opportunity to remind your community about the importance of substance abuse prevention and mental, emotional, and behavioral well-being before the summer begins. Summer is a season filled with family fun and outdoor activities, boating excursions, camping trips, vacations, proms, graduations, and weddings. These are exciting occasions that should be celebrated with friends and family in a safe and healthy way. Sometimes these summer activities can be unnecessarily linked to the use of alcohol and other substances or be stressful for some people. By hosting an event that celebrates **National Prevention Week 2012** in your community, you can increase awareness about the prevention of substance abuse and the importance of mental health, and kick off the summer season in a way that promotes healthy lifestyle choices.

When planning your **National Prevention Week 2012** event, you'll want to put your personal touch on it and tie it to your community in a way that makes it relevant and engaging. You may want to dedicate your event to a family that has suffered a recent tragedy and needs support, or perhaps you want to use it to encourage or recognize progress in your community. During the initial planning, it's important to consider what type of event would best fit your community while also addressing your organization's or group's designated goals. It's also important that you align your goals with an event plan that meets your needs and fits within your budget. There are endless ways to celebrate **National Prevention Week 2012** within your community, and the following ideas can help you brainstorm events you'd like to host, realistic budget ranges, and cost-saving strategies.

## Educational Events

Late May is a key time to rally the schools in your community around prevention. As school-aged children and teens head into the summer months – which may include parties, proms, graduations, and temptations to participate in underage drinking or other forms of substance use – it's important to increase their awareness about substance abuse prevention and emotional well-being. By working with elementary, middle, and high schools in your area, you have an opportunity to educate youth about the importance of behavioral health. As you define the goals of your event, consider including the education community in your plans.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Pep Rally	Work with an elementary, middle, and/or high school (or schools) to create a “Prevention Pep Rally,” and center the event on one of the National Prevention Week 2012 themes! Pass out stickers from the toolkit, have students make their own signs, decorate t-shirts to wear to the pep rally, or pick a color for students to wear to signify ‘I Am the One’ on the day of the pep rally.	<p>\$50 – \$500</p> <ul style="list-style-type: none"><li>■ It's both unifying and cost-efficient to identify a color that signifies support for National Prevention Week 2012; ask administrators, teachers and students to wear this color during a pep rally or other in-school event.</li><li>■ Use your budget to purchase supplies for Do-It-Yourself (DIY) decorations and signs, or ask a local vendor for in-kind donations like poster board, markers, paint, and other craft items.</li><li>■ Get the school involved and ask teachers to set aside time for students to decorate inexpensive white t-shirts, or have stations with supplies available at the pep rally.</li><li>■ Share information about t-shirts and other updates with parents via the school’s Web site or Facebook page to keep everyone informed.</li></ul>	Elementary, middle, and high school	<ul style="list-style-type: none"><li>■ School officials, educators and teachers</li><li>■ Youth leaders in the school or community</li><li>■ School or youth clubs</li><li>■ Elected officials</li><li>■ Local business organizations</li></ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Essay, Poster, or Video Contest	Encourage students in your area to participate in an essay, poster or video contest in which participants can creatively express what they can do to help prevent substance abuse and promote mental, emotional, and behavioral health in their communities.	<p>\$50 - \$500</p> <ul style="list-style-type: none"> <li>■ Work with schools to spread the word about the contest, and provide administrators and teachers with information about the contest via e-mail to keep printing costs down.</li> <li>■ Utilize digital media and your Web site to share information about the contest and create buzz and excitement.</li> <li>■ Use your budget to purchase prizes for the winning entries, or ask local businesses to donate prizes like gift certificates or gift baskets. Consider providing DIY stickers or other small tangible items as participation prizes.</li> <li>■ Publish the winning entries on your organization's or group's (or the school's) Web site, Facebook page or YouTube channel so the whole community can enjoy them.</li> </ul>	Elementary, middle, and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Youth leaders in the school or community</li> <li>■ School or youth clubs</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> </ul>
Mural Painting	Work with a school (or schools) to identify an area within the school building or on the grounds that students could paint; help the students design and create a mural that encourages substance abuse prevention and emotional well-being, and includes positive messages about the community.	<p>\$100 - \$500</p> <ul style="list-style-type: none"> <li>■ Create a detailed plan and mural design or template before you begin to save paint.</li> <li>■ Provide trash bags or old sheets for students to wear over their clothing, rather than purchasing smocks or other cover-ups.</li> <li>■ Open and use paint as you go along, rather than opening all of your supplies at once. You may be able to return extra paint that you don't use.</li> <li>■ Ask a local vendor to donate paint, brushes, and other supplies.</li> <li>■ Publish the final murals on your organization's or group's (or the school's) Web site or Facebook page so the whole community can enjoy them.</li> </ul>	Elementary, middle, and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Youth leaders in the school or community</li> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Youth organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Field Day	<p>Work with a school (or schools, perhaps in a community-wide friendly competition) to host a Field Day in which students participate in fun outdoor activities, games, and challenges.</p> <p>Create a theme for the day, basing it on the idea of students supporting each other as teammates, working together, and recognizing their own physical and mental well-being and health.</p>	<p>\$100 - \$1,000</p> <ul style="list-style-type: none"> <li>■ Coordinate team colors for students to wear during the Field Day, fostering team spirit. Share information about t-shirts and other updates with parents via the school's Web site or Facebook page to keep everyone informed.</li> <li>■ Ask the school or a local vendor if you can borrow balls, nets, cones, and other supplies.</li> <li>■ Borrow a chalk liner from the school district or a local vendor to save on costs for environmentally-safe paint to create lines and markings on the field.</li> <li>■ Create DIY signs for the events.</li> <li>■ Ask a local vendor to donate coolers, bottles of water and snacks for students to enjoy.</li> </ul>	Elementary, middle, and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Sports coaches and intramural sports leagues</li> <li>■ Youth leaders in the school or community</li> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Health service providers</li> </ul>
Activity Fair	<p>Organize a day for community organizations and school clubs to set up informational tables or booths at a local school (or schools). Explain to students that they can be a part of prevention by getting involved with a club, community organization, team, etc.; and that being a part of a group that shares their interests gives them a built-in support system to help them if they are facing a tough time or a difficult decision.</p>	<p>\$50 - \$200</p> <ul style="list-style-type: none"> <li>■ Advertise the activity fair to multiple schools to maximize participation. Ask participating schools to make announcements and display flyers.</li> <li>■ Work with the school to set up the tables or booths. Encourage participating organizations or clubs to display signs or pictures to demonstrate the benefits of joining the club.</li> <li>■ Use your budget to purchase snacks and drinks for participants, or ask a local vendor to donate snacks and drinks.</li> <li>■ Publicize the event through the school or community newspaper and through social networks, school Facebook pages, and local Web sites.</li> </ul>	Middle and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Youth organizations</li> <li>■ Intramural sports leagues</li> <li>■ Community-based organizations</li> <li>■ Local business organizations</li> <li>■ Behavioral health experts and organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Health Fair/ Science Fair	<p>Encourage science teachers to assign students presentations that consider the toll that substance abuse takes on the body, and host a Health Fair that features these presentations.</p> <p>In addition, it may be powerful to have an inspirational community member in recovery from substance abuse or mental health issues speak about the impact substance abuse and mental health problems had on his/her life, and the benefits of recovery.</p>	<p>\$50 - \$200</p> <ul style="list-style-type: none"> <li>■ Host the health fair/science fair at a large school to maximize attendance and invite students from other schools in the area to attend. Ask neighboring schools to make announcements and display flyers, and encourage science and health teachers to bring their students as part of a field trip.</li> <li>■ Ask a local 12-step program or a recovery community organization if they have a volunteer that would be willing to talk to students about the consequences of substance abuse or ways to stay mentally healthy when faced with stressful life events.</li> <li>■ Create and distribute fact sheets or brochures that display tips on how to stand up to peer pressure and handle difficult situations involving alcohol and drugs, bullying, and/or problems at home or in school.</li> <li>■ Promote the event on Facebook to create excitement amongst the students, and create a (moderated) event page for students to talk about their presentations and get ideas and feedback from other students.</li> </ul>	Middle and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Behavioral health experts and organizations</li> <li>■ Health service providers</li> <li>■ Youth leaders</li> <li>■ Youth organizations</li> <li>■ Community-based organizations</li> <li>■ Local business organizations</li> <li>■ First responders</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Battle of the Bands/ Talent Show	<p>Work with a school (or schools, perhaps in a community-wide friendly competition) to host a Battle of the Bands or general talent show open to high school students. The competition could encourage students to highlight and display their creativity in a positive way, and could communicate the importance of expressing oneself through art, music, or other creative outlets as a way to stay substance-free and maintain positive mental, emotional, and behavioral well-being.</p>	<p>\$1,000 - \$2,000</p> <ul style="list-style-type: none"> <li>■ Organize a committee to run the show, consisting of parents, teachers, and community members.</li> <li>■ Ask an inspirational community member to volunteer and serve as the emcee, and students from a local high school to run the sound and lights. Ask local celebrities or officials to serve as judges on a panel in an “American Idol” format, and ask the audience to participate by cheering for their favorite contestants or groups.</li> <li>■ Find local sponsors to help support the event and include their logos on promotional materials.</li> <li>■ Ask a local school or venue to sponsor the event by hosting it in their auditorium/gymnasium free of charge.</li> <li>■ Sell healthy snacks; consider asking a local grocery store or restaurant to sponsor the event and provide a discount on the food sold.</li> <li>■ Use your budget to provide prizes for the winners of the battle, or ask local businesses to donate prizes, such as gift certificates or gift baskets. Consider creating prizes for all participants.</li> <li>■ Promote the event in local and school newspapers, as well as social media.</li> </ul>	High school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Mental health experts and organizations</li> <li>■ Youth leaders</li> <li>■ Youth organizations</li> <li>■ Community-based organizations</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> <li>■ Elected officials</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

## Community Events

Substance abuse and mental health issues are widespread, and rallying a community to advocate for prevention can have a large impact on those living in your area. In addition, families often look for fun and inexpensive events in the spring and summer months, so hosting an event can gain a large amount of attention. While planning a community event, keep in mind what type of event would interest your community members and raise awareness around specific community issues. Remember to keep the size of your community in mind, and consider any partnerships that could help make the event a reality.

## Sporting Events

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Community Walk/Run/ Bike Ride	Organize a community-wide walk/run/bike ride to raise money for local substance abuse prevention, mental health, treatment or recovery organizations; or a local community center or coalition; and promote the importance of an active community.	\$500 - \$1,500 <ul style="list-style-type: none"><li>■ Have participants find sponsors for their walk/run/bike ride to raise money for local prevention, mental health, treatment or recovery organizations.</li><li>■ Ask the city council and local police department to approve the routes ahead of time and to block off certain roads the day of the walk/run/bike ride.</li><li>■ Organize community volunteers to work behind the scenes, assisting with the start and finish lines, and to line the route and cheer participants on.</li><li>■ Have local organizations and coalitions set up booths at the start and finish lines to raise awareness, distribute information and answer questions about specific issues.</li><li>■ Utilize social media to spread the word about the event and participant sponsorship opportunities.</li></ul>	<ul style="list-style-type: none"><li>■ Local law enforcement</li><li>■ First responders</li><li>■ Behavioral health experts and organizations</li><li>■ Health service providers</li><li>■ Local business organizations</li><li>■ Community-based organizations</li><li>■ Neighborhood associations</li><li>■ Youth organizations</li><li>■ Faith-based organizations</li></ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Community Soccer/ Softball/ Basketball/ Flag Football Game or Tournament	<p>Organize a community-wide sporting event or tournament in which players or teams are sponsored to raise awareness. Money raised through donations can go to local substance abuse prevention, mental health, treatment or recovery organizations of the winning team's choice. Before the game, the community could have a pep rally, spreading awareness and excitement.</p>	<p>\$250 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask local vendors or businesses to sponsor teams through a charitable contribution, purchase shirts with the company logo on them, or contribute to other team costs.</li> <li>■ Utilize social media to spread the word about the event and organize teams.</li> <li>■ Coordinate team colors for participants to wear during the game, fostering team spirit.</li> <li>■ Ask a local vendor or athletic department to donate balls, nets, cones, and other supplies.</li> <li>■ Borrow a chalk liner from a local school district or vendor to save on costs for environmentally-safe paint to create lines and markings on the field. Existing materials such as sticks, coolers, chairs, or other items can also be used to mark end zones, goals, and "out-of-bounds" territories on the field.</li> <li>■ Create "Do It Yourself" (DIY) signs for the events.</li> <li>■ Use portable stereos, iPods with speakers or radios to play music during the games, pep rally and at breaks to energize players and fans.</li> <li>■ Contact local vendors to ask for in-kind donations of food or beverages, and offer to list the donating vendors as sponsors of the event.</li> <li>■ Have participants find sponsors to raise money for local prevention, mental health, treatment or recovery organizations or coalitions.</li> </ul>	<ul style="list-style-type: none"> <li>■ Sports coaches and intramural leagues</li> <li>■ Youth organizations</li> <li>■ Community-based organizations</li> <li>■ Local business organizations</li> <li>■ Neighborhood associations</li> <li>■ Local law enforcement</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Golf Outing	Host a golf outing at a community course in which teams come together to raise money for local substance abuse prevention, mental health, treatment or recovery organizations, or a local community center or coalition.	<p>\$500 - \$2,500</p> <ul style="list-style-type: none"> <li>■ Utilize social media to spread the word about the event and organize teams.</li> <li>■ Coordinate team colors for participants to wear during the outing, fostering team spirit.</li> <li>■ Ask a local golf course to waive or reduce fees for the day and to donate the use of golf carts and/or caddies.</li> <li>■ Contact local vendors to ask for in-kind donations of food or beverages, and offer to list the donating vendors as sponsors of the event.</li> <li>■ Ask local vendors or businesses to sponsor teams and purchase shirts with their logos on them, or contribute to other team costs.</li> <li>■ Utilize your budget for prizes for winning teams.</li> </ul>	<ul style="list-style-type: none"> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> </ul>
Bowling Night	Host a bowling night at local bowling lanes in which teams come together to raise money for prevention, mental health, treatment or recovery organizations, or a local community center or coalition.	<p>\$500 - \$2,500</p> <ul style="list-style-type: none"> <li>■ Utilize social media to spread the word about the event and organize teams.</li> <li>■ Coordinate team colors for participants to wear during the evening, fostering team spirit.</li> <li>■ Ask a local bowling alley to waive or reduce lane fees for the evening and to donate the use of balls and shoes.</li> <li>■ Ask the bowling alley to reduce the cost of food and beverages at the concession stand; or ask local vendors for in-kind donations of food or beverages and offer to list the donating vendors as sponsors of the event.</li> <li>■ Ask local vendors or businesses to sponsor teams and purchase shirts with their logos on them, or contribute to other team costs.</li> <li>■ Utilize your budget for prizes for winning teams.</li> </ul>	<ul style="list-style-type: none"> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

## Leisure Events

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Community Clean-Up/ Green-Up Day	<p>Organize an event within the community that's focused on cleaning up or revitalizing a specific neighborhood, block, garden, park, or playground. Galvanize the community to work together to improve the neighborhood and take care of the environment. Through an event like this, you can make a difference by doing something positive and proactive while celebrating National Prevention Week 2012 and raising awareness about behavioral health issues in your community.</p>	<p>\$150 - \$500</p> <ul style="list-style-type: none"> <li>■ Donate any funds collected from recycling refunds to local substance abuse prevention, mental health, treatment or recovery organizations, or a local community center or coalition.</li> <li>■ Ask local vendors or community members to donate trash bags, gloves, buckets, sponges, paint, dirt, or any other necessary tools and supplies.</li> <li>■ Ask local vendors or community members to volunteer time and vehicles to haul away trash and other debris to the appropriate recycling sites.</li> <li>■ Create a sense of friendly competition, taking "Before and After" pictures of the areas and posting the pictures on your organization's or group's Web site. The team responsible for "Most Improved" site could be awarded a prize, such as a pizza party, donated by a local vendor.</li> <li>■ Ask local bands or disc jockeys (DJs) to provide music at the clean-up locations, creating a fun atmosphere during the cleanup efforts.</li> </ul>	<ul style="list-style-type: none"> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Youth organizations</li> <li>■ Faith-based organizations</li> <li>■ Media organizations</li> </ul>

\*See the [Create New Relationships](#) section in "[Identifying and Working With Partners](#)" for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Open House	<p>Host an Open House, and open your headquarters or center up to the community. Invite community members to enjoy food and beverages while learning about the work that your organization does in the community and getting to know your team.</p>	<p>\$250 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Utilize social media to promote your event.</li> <li>■ Use your budget to cover printing costs for informational materials, brochures, fact sheets and signage.</li> <li>■ Use Microsoft Office or free tools provided online (through Google or similar services) to create slideshows and presentations that highlight your group's or organization's successes, or set a specific time for a Q&amp;A session with your leadership team.</li> <li>■ Ask local vendors for in-kind donations of food or beverages, and offer to list the vendors as sponsors of the event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Faith-based organizations</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> </ul>
Fashion Show	<p>Host a fashion show celebrating positive body images and wellness for both men and women.</p>	<p>\$250 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask a local school or community center to host the event free of charge.</li> <li>■ Ask local clothing/thrift stores for donations or loans in exchange for advertisements at the fashion show, or ask models to prepare their favorite outfit from home (receiving approval for each outfit before-hand, and noting where they got each piece in order to share their shopping tips with the community).</li> <li>■ Recruit models from the community of all ages, shapes, and sizes.</li> <li>■ Utilize social media to promote your event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Faith-based organizations</li> <li>■ Local business organizations</li> <li>■ Youth organizations</li> <li>■ School officials</li> <li>■ Media organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Community 'Block Party'	<p>Host a block party/flea market in a local church or school. Encourage community members to bring healthy potluck dishes to exemplify healthy community living, and donate a portion of the proceeds from the flea market to a local prevention, mental health, treatment or recovery organization, program or coalition. Other events at the block party could include games, arts and crafts, and other activities.</p>	<p>\$500 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask a local school, community center, or church to provide indoor or outdoor space for the event (keep in mind that weather may necessitate a backup indoor location).</li> <li>■ Utilize social media to create awareness online.</li> <li>■ Organize a volunteer committee to plan activities and events for the block party.</li> <li>■ Use your budget for venue permits and booths for the event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Faith-based organizations</li> <li>■ Local business organizations</li> <li>■ Youth organizations</li> <li>■ Local law enforcement</li> <li>■ Media organizations</li> </ul>
Partner Recognition Luncheon/ Dinner	<p>Celebrate your partners and show your appreciation for their support by hosting a luncheon or dinner in their honor.</p>	<p>\$1,000 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask a local restaurant or venue to reserve a private room or provide you with space for your event at a reduced rate or free of charge.</li> <li>■ Ask a local florist or bakery to provide flowers or dessert for the event as a sponsor in exchange for promotion at the event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Local business organizations</li> <li>■ Media organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Health Fair	<p>Host a health fair that features local clinics, services, behavioral health screenings, and programs to inform the community about all the options available for living a healthy life.</p>	<p>\$500 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask a local school or community center to host the event at a reduced rate or free of charge.</li> <li>■ Invite a local community leader to kick off the event, preferably one with a history of prevention support.</li> <li>■ Utilize social media to create awareness online; highlight all the behavioral and physical health screenings services that these organizations have to offer within the community.</li> <li>■ Use your budget to secure permits for the event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Behavioral health experts and organizations</li> <li>■ Health service providers</li> <li>■ First responders</li> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Faith-based organizations</li> <li>■ Local business organizations</li> <li>■ Youth organizations</li> <li>■ Local law enforcement</li> <li>■ Media organizations</li> </ul>

## Policy Events

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Town Hall	<p>Host a town hall question and answer session with local officials, leaders and representatives, where members of the community could ask a panel of officials about prevention, substance abuse, mental health, bullying, community efforts and programs in these areas, and more.</p>	<p>\$100 - \$500</p> <ul style="list-style-type: none"> <li>■ Ask a local school, community center, or Chamber of Commerce to sponsor your event by providing you with meeting space or a hall for an evening at no cost.</li> <li>■ Utilize social media to spread the word about your event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> <li>■ Community-based organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Mayor's Lunch	Arrange for your Mayor to have lunch with leaders of local community organizations, coalitions and businesses to discuss behavioral health issues in your community and to outline specific action steps.	<p>\$200 - \$500</p> <ul style="list-style-type: none"> <li>■ Ask a local restaurant or caterer to provide a discounted rate for lunch.</li> <li>■ Utilize social media to request questions and comments from the community that you can share with the Mayor.</li> </ul>	<ul style="list-style-type: none"> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> <li>■ Community-based organizations</li> </ul>
Community Rally	Organize a community rally that brings community members together to celebrate prevention efforts and to raise awareness about key behavioral health issues.	<p>\$100 - \$500</p> <ul style="list-style-type: none"> <li>■ Host the rally in a local park or green space, or ask a local school to sponsor your event by hosting it in their auditorium or gym. (Always plan for an indoor back-up space if you are planning an outdoor event.)</li> <li>■ Ask a local disc jockey (DJ) to sponsor the event by providing a free (or discounted) sound system, speakers, and music in exchange for promotion at the event.</li> <li>■ Ask local leaders to speak at the event, or ask an inspirational community member to serve as the keynote speaker, free of charge.</li> <li>■ Use your budget for necessary permits and signage.</li> </ul>	<ul style="list-style-type: none"> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Local law enforcement</li> <li>■ Behavioral health experts and organizations</li> <li>■ School officials</li> <li>■ Youth organizations</li> <li>■ Community-based organizations</li> <li>■ Faith-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Media organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

## Attention to Detail

Little things can make all the difference when you are planning an event. As you plan your event, incorporate your group or organization's history, goals, and/or mission into materials you create that highlight what's important to your group or organization and to your community. The following are a few additional ideas and tips to keep in mind as you begin this exciting process.

### Think Visually and Capture the Event

If you are working with the media, they will want compelling images. Try to use photographs from the event in your marketing materials and reports. There is a budding photographer in every organization...so find yours! Good photographs will extend the reach of the event far beyond a single day. Photographs can be included in thank-you e-mails, on your Web site, in newsletters, and in annual reports. They can also help build a "brand" for what may become an annual event in your community.

### The More the Merrier

Before you start inviting large numbers of people to participate, think carefully about who your target attendees are. While you want to maximize the attendance of your event whenever possible to spread your messages, too many attendees can also strain resources and make an event more difficult to manage. If your resources are limited, you may want to request RSVPs or send personal invitations to select members of your community.

### Stay Focused

Planning an event takes a lot of hard work and can be stressful at times. Remember to delegate tasks to your committee members so all of the planning doesn't end up on your plate. Unexpected things can happen, such as inclement weather or vendor cancellations. It's important to stay flexible, prepared, and organized while keeping the end goals of your event in mind.

## Planning Considerations

The cost of the event is likely central to your planning – and it should be. As you are planning your event, think about the power of in-kind support and volunteered time. When contacting local vendors and organizations with requests, consider offering to volunteer your time in return for a service or rental space for your event. Your willingness to help clean a community center or plant flowers in a garden may open the doors to a trade, such as a few hours of free time at a venue that would otherwise break your budget! Organizations with any budget can make a difference during **National Prevention Week 2012**.

## Suggested Timeline/Calendar

Early in the planning process, it's important that you and your planning committee or team set a timeline to stay organized and on task. The time it takes to plan your event will vary based on the type you choose. Be sure to give yourself ample planning time. The following is a general timeline that you can use to help organize the planning of your event:

- **Six months out:**
  - Brainstorm with staff, board members, and event planning committee members.
  - Create a draft budget.
  - Form teams and assign specific duties to each team.
  - Determine how many volunteers you will need the day of the event.
  - Create a marketing strategy (see “[Working with the Media](#)” for more information and ideas).
- **Five months out:**
  - Ask sponsors, partners and vendors to help underwrite the costs.
- **Four months out:**
  - Submit requests for necessary permits.
  - Create a detailed supplies list – determine what must be bought and what can be borrowed or received as donations.
  - Invite speakers or special guests.
  - Book necessary vendors.
- **Three months out:**
  - Announce your event to your supporters.
- **Two months out:**
  - Draft a tentative schedule for your event.
- **One month out:**
  - Create media advisories and press releases (see “[Working with the Media](#)” and “[Media Communication Samples and Templates](#)”).
- **Month of event:**
  - Send out reminder invitations, post reminders on Web sites and social media networks, and post flyers.
  - Send out media advisories and press releases.
- **Week of event:**
  - Hold a meeting to finalize any logistics prior to the event.
  - Confirm all arrangements (e.g., payment, delivery of goods, and schedule) with any vendors, speakers, or important event attendees.
- **Month after the event:**
  - Place thank-you calls.
  - Write thank-you letters and notes.
  - Write lessons learned or thoughts for next year while they are fresh in everyone's minds.
  - Submit articles that describe the event to the community newspaper – and include photos!

## **Whom To Include**

Once you know the goals of your event, deciding whom to include becomes a little easier. Consider partnering with other organizations to strengthen your event and maximize attendance. Additionally, if any members of your community can speak about the benefits of substance abuse prevention and mental health promotion, ask them to participate – event attendees may benefit greatly from personal stories or a motivational speaker. See the [Create New Relationships](#) section in “[Identifying and Working with Partners](#)” for more information and ideas.

## **Where and When**

The type of event you are having and whom you choose to invite will help you determine the appropriate venue. Keep in mind how many people you are inviting and how many people you expect to actually attend. As you determine the date and time, be sure to note if other events are taking place at the same time that may compete with your event.

It may be helpful to talk to other local organizations to see where they have held events in the past and which venues they prefer. If you want to host an indoor event, you can save costs by considering sites that are free to community organizations. If you are hosting your event outdoors, be sure to have a back-up location or rain date in case of inclement weather. Outdoor venues often require permits, so be sure to secure any necessary permits in advance.

# Identifying and Working with Partners

The National Prevention Strategy “envisions a prevention-oriented society where all sectors recognize the value of health for individuals, families, and society and work together to achieve better health for all Americans.” Collaboration is critical to this national success, and the success of many community-wide and State-wide efforts as well. Sustaining these partnerships and creating new ones, in part through **National Prevention Week 2012**, can allow your group or organization to widen the reach of an initiative while also providing additional support for your cause, mission, and event.

## Create New Relationships

To grow, thrive, and make an impact with your efforts, your group or organization may need to establish new partnerships. **National Prevention Week 2012** presents an opportunity to introduce your work to fresh audiences: using your event as a platform, your group or organization can approach potential partners with a tangible way to get involved in important prevention and behavioral health issues at a local level. The following are some ways you may be able to leverage **National Prevention Week 2012** to create new relationships:

- Research potential partners to identify areas where your current goals, programs, or initiatives align. Reference this specific information when talking with potential partners to highlight areas in which a partnership would be natural and could make the most impact within your community.
- Use your **National Prevention Week 2012** event to start a conversation. Tying your work to a specific event allows you to showcase your organization and highlight areas for collaboration.
- If you are looking for new partners to support your group or organization, focus on asking for donations of goods or services rather than monetary support.
- Invite potential partners to “meet” your organization through the event. Instead of asking for a donation, simply ask them to attend and meet other current and potential partners.
- If you are holding a large event that requires volunteer support, invite staff from your potential partners’ organizations to participate by volunteering.

Consider the following groups, organizations, and individuals as you think about potential partners that may be valuable to you during your **National Prevention Week 2012** event planning. This list is not exhaustive and should only serve as a starting point for you to brainstorm potential partners within your community:

- Health service providers, including primary care physicians within group practices, school nurses, hospital staff (e.g., doctors, physicians' assistants, nurses, and nurse practitioners), and specialists in your community such as pediatricians;

- Addiction or mental health experts, including psychologists, peer counselors, researchers, social workers, members of your local substance abuse prevention coalition (find coalitions online at <http://www.cadca.org>), or your National Association of Alcoholism and Drug Abuse Counselors (NAADAC) State affiliates (available at <http://www.naadac.org>);
- Community-based organizations, including the Lions Club, Veterans of Foreign Wars (VFW), Rotary Club, Kiwanis, homeless shelters, domestic violence shelters, and food banks;
- Organizations serving youth, including the Boy Scouts of America and Girl Scouts of America, and 4-H;
- Local business people and organizations, including the Chamber of Commerce, and local retail associations that represent local bar or restaurant owners;
- Elected officials, including members of the city council and neighborhood officials;
- Neighborhood associations, including neighborhood crime watch groups and homeowners' associations;
- Faith-based organizations and leaders;
- Local law enforcement, including members from the Fraternal Order of Police;
- First responders, including paramedics, fire fighters, and other emergency personnel;
- Local school leadership, including principals and teachers at local elementary, middle, and high schools, as well as administrators and professors at local colleges and universities;
- Parents and caregivers;
- Young adults participating in youth groups, school organizations, sports leagues, and other community organizations that serve youth; and
- Media organizations, including your local print and broadcast news sources (find more information through the Association of Regional News Channels at <http://newschannels.org/resources/index.cfm>).

## Work with Community Coalitions

Community coalitions are groups or organizations that have come together around a common goal or cause. Working with community coalitions can be beneficial because they already have an established presence in the community. When planning your **National Prevention Week 2012** event, consider providing information regarding your mission, work, and upcoming event to community coalitions that share your group's or organization's ideals, goals, and causes, and are also aligned with the National Prevention Strategy. This will enable you to garner unified and organized support from many groups or organizations that belong to a single coalition.

## Enhance Existing Relationships

Your current relationships and partnerships are strengthened through continued appreciation, attention, and engagement. Use the time leading up to **National Prevention Week 2012** to start conversations with current partners about the successes you've had together to date, future collective goals, ways to improve your partnership moving forward, and ways to strengthen your joint initiatives – including your event for **National Prevention Week 2012**.

The following are some ways to acknowledge and celebrate your partners during **National Prevention Week 2012** so that your partnerships continue to thrive:

- Invite staff from your partner organizations to play an active role in planning your **National Prevention Week 2012** event. Ask members to sit on the event planning committee and have hands-on roles during the event activities.
- Describe your partners' roles in your group's or organization's marketing materials or event promotion.
- Publicly acknowledge your partners' support for your event by including their company logos in all printed materials.
- Hold an awards ceremony celebrating your partners as part of your event and present them with certificates or tokens of appreciation.

# Free and Low-Cost Ways to Get the Word Out

When publicizing your **National Prevention Week 2012** event, it's vital to maximize the event's visibility by promoting it to your target audience effectively. While traditional methods such as media outreach and advertising are popular promotional strategies, you can also spread the word inexpensively by focusing on promotion through local and online resources described below.

Always remember to keep your target audience in mind. If wide-reaching exposure is your goal, consider a large campaign to spread the word. If you want to focus on reaching a specific population such as a youth audience or community leaders, narrow your outreach efforts to businesses, online networks, Web sites, and locations that are popular with these specific groups.

## Publicize Your Event Locally

Hosting a **National Prevention Week 2012** event can rally your community around prevention and mental, emotional, and behavioral well-being. By spreading the word locally, you will ensure that your community members are aware of your group's or organization's prevention efforts. Below are some free and low-cost ways to publicize your event within the community and the surrounding area.

**NOTE** – If you team up with local businesses, organizations, or community members to publicize your event, be sure to provide them with an ample amount of flyers, information to post on their Web site or e-newsletter, and a contact number for someone they can turn to if they need more flyers or additional information about your event.

### Local Businesses

In many communities, there are coffee shops, restaurants, salons, grocery stores, bookstores, pharmacies, and other popular places where community members spend time and share information. Brainstorm to identify popular and trusted local businesses in your community, then approach them about helping to promote your event. Can you post flyers in their window or on their announcement board? Can you leave a stack of cards at the check-out counter announcing the event? Do they have a way to reach their customers online – a Web site, Facebook page, or e-mail distribution list – and would they be willing to share information about your event there?

## Community Centers and Schools

Is your event geared toward youth? Families? Intergenerational groups? Senior citizens? Community centers and schools can provide ways to spread the word about your event to specific audiences. Make sure to contact the director of the community center or the principal of the school to get approval on publicizing your event within the center or school, and to find out if there are regulations on what materials you can post and where. You may also want to ask if there is an upcoming assembly or gathering where you can make an announcement about your **National Prevention Week 2012** event.

## Places of Worship

Faith-based organizations and places of worship can offer another way to promote your event. You may be able to share flyers or include information about your event in a weekly bulletin or in a congregation's e-newsletter. You also may want to reach out specifically to youth groups within the organization. However, be sure to first talk to leadership within the organization or place of worship to ensure that you are following any guidelines and policies they have in place.

## Community Event Calendars

Print and online community events calendars are a great resource for free event promotion. Contact your local newspaper to see if they have a community events calendar. As **National Prevention Week 2012** approaches, request that your event be included in the listings. Be sure to research the deadlines to submit information in advance of your event, and ask about online listings as well. Since you are often given a limited space to describe your event, list the most important details (what, where, when, and why) and provide readers with a Web site or phone number that they can turn to for more information.

## Word-of-Mouth

Never doubt the power of ‘word-of-mouth’ in gaining your community’s attention! Create a telephone or word-of-mouth ‘chain’ – ask your partners to help your group or organization share information about your **National Prevention Week 2012** event by having members volunteer to each call or tell five friends about your event, and ask those five friends to pass the information along to five more friends.

You can also consider connecting with community organizations such as the Rotary Club, Lions Club, Knights of Columbus, or Veterans of Foreign Wars (VFW) to increase your event’s visibility. These organizations often have a strong local presence and large membership rosters, providing a powerful voice in the community. Provide volunteers and organizations with a simple card or flyer that highlights the information you’d like to share, in addition to a Web site or phone number that anyone can turn to for more information.

# Social Media Outreach

Facebook, Twitter, YouTube, and other social networking sites can reach a large audience quickly, at minimal or no cost. If your group or organization has accounts with these sites, then it's likely that you are already using them to promote your work. If your group or organization doesn't use these sites, think about starting! You can also ask staff members or volunteers who have accounts to help promote the event through their personal profiles.

The following are social media strategies and tools you can use to promote your event. See the [Sample Social Media Content](#) section in “[Working with the Media](#)” for more information and ideas!

## Outreach to Bloggers

Bloggers in your community can be very influential, especially if they have a large or devoted local following. Identify and contact a community blogger who writes about community news or events, and see if he/she would be willing to blog about your **National Prevention Week 2012** efforts. You can also contact bloggers around the country who write about the issues that are central to your group's or organization's work. These bloggers may be willing to cover your **National Prevention Week 2012** event, especially if you've formed a genuine connection by engaging them through their blog on a regular basis. Be sure to supply any blogger you contact with clear, compelling information so that he/she can write an accurate summary of your group's or organization's efforts in the community and upcoming event.

## Facebook

This popular social network, <http://www.facebook.com>, has many options to publicize your event. Start by creating an event page and sending out invitations to your network, as well as to your current and potential partners. Once an event page is created, you can update details on a regular basis and people can ‘Share’ the event with others to spread the word throughout their own networks. Invitees can also respond to the page by letting you know if they plan to attend your event.

You can keep friends, local businesses, and members of the community in the loop about your **National Prevention Week 2012** event by regularly updating your Facebook profile status with new information and event reminders. Include links to your group's or organization's Web site, as well as the Web sites of your sponsors or partners. You can also link to partners' and sponsors' Facebook pages by inserting the '@' symbol and then typing their Facebook name in your posts. Link to your own Facebook event page in your posts, as well as your group's or organization's Twitter and YouTube pages.

When promoting your event on Facebook, you may want to identify other Facebook users that have shared interests by using the search function and typing in keywords such as ‘prevention,’ ‘substance abuse,’ or ‘mental health.’ You can send “friend” requests to or “like” local members or pages that you think would be interested in promoting your event. You can also link to the “Prevention Pledge” on SAMHSA’s Facebook page (see “[How to Promote and Support the ‘Prevention Pledge’](#)” for more information) to share information about this national commitment to healthy living.

## Twitter

This microblogging site, <http://www.twitter.com>, allows for easy updates and information-sharing in 140 characters or less (called “Tweets”). Since you can only include a limited number of characters in each post, focus on a call to action and a positive message, or highlight the most important information about your event. Post information and updates about your event, and link to your organization’s or group’s Web site to provide followers with more information.

Consider creating a #hashtag that highlights a key phrase (like your event’s name) and consistently attaching it to the end of your Tweets about your **National Prevention Week 2012** event. This #hashtag will enable Twitter users to easily search for information and updates about your upcoming event. You can also include the **National Prevention Week 2012** #hashtag, **#NPW2012**, to share information about your event with users interested in **National Prevention Week 2012** efforts occurring across the country.

## YouTube

This video site, <http://www.youtube.com>, can be used in creative ways to share information about your group or organization, your work in the community, or your upcoming **National Prevention Week 2012** event. You can create a single video or an entire YouTube channel and include promotional commercials, testimonials about your group or organization, or highlights of your event footage (in the preparation stages, or post-event). Whether your video is promotional, informative or educational, it should include information about your upcoming event and encourage others to take action to prevent substance abuse and promote mental, emotional, and behavioral well-being. Spur your imagination by viewing videos on the SAMHSA YouTube channel. To promote your video, include a link to the YouTube video or YouTube channel in your Facebook posts and Tweets, and embed your videos in your group’s or organization’s Web site to share your creativity with a larger audience.

## SAMHSA’s National Prevention Week 2012 Facebook Page

In the months prior to **National Prevention Week 2012**, SAMHSA’s Facebook page, <http://www.facebook.com/samhsa>, will feature an interactive tab highlighting the “Prevention Pledge” (see “How to Promote and Support The ‘Prevention Pledge’” for more information), information about substance abuse prevention and the promotion of mental, emotional, and behavioral well-being, and an area for your group or organization to share news and updates about your local event with others throughout the country. Visit and ‘like’ SAMHSA’s Facebook page to learn more about **National Prevention Week 2012** and the “Prevention Pledge,” link your group’s or organization’s Facebook page to this national health observance, and learn what others are doing to celebrate in their communities.

# Working with the Media

Through media coverage of your event, your group or organization has an opportunity to promote the important prevention work that you do in your community, expand the reach of your message, and spread the word about **National Prevention Week 2012**. The following are helpful tips for telling your story to the local media, along with customizable templates and sample materials you can use to help craft your messages and get the word out.

## Identify the Story You Want to Tell

Effective media coverage is one way to put a “face” or a personal touch on the prevention work that you and others do. Before you begin developing media outreach materials, consider your goals in obtaining media coverage. You may want to receive coverage that focuses primarily on your **National Prevention Week 2012** event, ties into larger initiatives such as the National Prevention Strategy, or brings more attention to the work that your group or organization does year-round. By defining your priorities, you will know what to include in all of your outreach materials. In addition, your event’s connection to a national health observance can increase interest for reporters, journalists, writers, and other media professionals who are looking for a “hook,” or reason to write about your event.

## Communicate Your Message Effectively

While working with the media, be prepared to tell your story and respond to questions. All media outreach materials should be concise and persuasive. Media outlets and reporters receive numerous pitches for stories every day, so your materials need to convince reporters quickly and effectively that your event will be a worthwhile story for their paper, blog, or broadcast. Focus on the where, when, and why of your event when creating your outreach materials, and only highlight details that are relevant to current issues in your community. You will have time to share other important information with reporters during a follow-up call, interviews, and when they attend your event.

Another way to effectively communicate your story to the media is to create a set of core messages and incorporate them into all of your media outreach materials. Consider creating two or three short messages that highlight the mission or purpose of your event, your event’s theme, and a call to action. It’s also helpful to create a list of important details to include in all materials – event date, time, location, partners, sponsors, and other pertinent information. Pairing a list of details with your key messages ensures that essential information is included consistently and accurately. Don’t forget to include the overarching **National Prevention Week 2012** theme: We are the ones. How are you taking action?

Example key messages:

- “[INSERT COMMUNITY NAME]’s **National Prevention Week 2012** Health Fair will bring together health care providers, community service organizations, mental health counselors and treatment facilities on Saturday, May 26th at [INSERT ORGANIZATION] Community Conference Center from 12 pm – 6 pm. The Health Fair will provide the [INSERT COMMUNITY NAME] community with an opportunity to learn more about living a healthy lifestyle, participate in behavioral health screenings, and explore available local resources.”
- “The [INSERT COMMUNITY NAME or ORGANIZATION] **National Prevention Week 2012** Health Fair is hosted by [INSERT ORGANIZATION] and sponsored by [INSERT SPONSOR(S)]. [INSERT ORGANIZATION] encourages you to take action, make a difference in your daily life and lead by example in your community!”

These key messages will serve as a base for all of your outreach materials. Although you do not need to repeat them word-for-word in all of your outreach, the messages will keep your communication on track and consistent.

## Create a Media List and Contact the Media

Promoting and publicizing your event may organically generate media interest, but the best way to receive coverage is to contact media outlets and reporters directly to let them know about your **National Prevention Week 2012** activities. It’s also important to be strategic and create a media list that targets those most likely to cover your event.

When drafting your media list, familiarize yourself with media outlets in your area and the reporter(s) who are responsible for specific “beats,” or topics. Reporters who focus specifically on your community’s or neighborhood’s news will likely cover your event, especially if it involves a large part of the community (like a rally, sporting event, community clean-up or ‘block party’). Reporters who cover health or public safety may be interested in your event if it focuses on healthy living and educating the public (like a community walk/run/bike ride, health fair, or field day). If your event involves elected officials or local leaders (like a town hall or Mayor’s lunch), news and political reporters may also be interested.

Your media list should include the following outlets:

- City-wide daily print newspapers;
- Community print newspapers (weekly or monthly distribution);
- Local online-only newspapers;
- Local TV news stations;
- Local radio stations;

- Community blogs and bloggers;
- Community print or online newsletters; and/or
- Community or neighborhood online forums.

Send your carefully tailored outreach materials via e-mail to the reporters that are most likely to cover your event. Most print and online newspapers provide reporters' e-mail addresses in their bylines or at the end of articles. If their e-mail addresses aren't listed, or you are trying to reach TV or radio reporters, search the outlets' Web sites under 'Staff,' 'Contact Us' or 'Directory' links. You can also try calling reporters directly, but because reporters are often out of the office investigating and reporting on stories, e-mail is generally the best way to reach them.

## Create Media Outreach Materials

Different types of outreach materials are used for different media outlets in different situations. Below are explanations and templates that may help you create your own outreach communications. Make sure your materials contain essential event details; incorporate your key messages; include information about **National Prevention Week 2012** and its theme, We are the ones. How are you taking action?; and provide contact information and/or additional resources so reporters can follow-up on the story. Consider using a mix of these outreach methods to grab the media's attention!

### Pitch Points or the “Elevator Pitch”

Pitch points are sometimes called an “elevator pitch” – what would you say about your group or organization if you had only an elevator ride to sell your story? What are the three or four most compelling points you can share that will make someone want to learn more? Everyone in your group or organization should be familiar with your “elevator pitch” and able to explain your goals and mission, as well as the key facts and rationale behind your **National Prevention Week 2012** event. The “elevator pitch” is not only useful for quickly describing your story to media personnel, but it’s also a way to share the most important information about your group or organization to potential partners.

### Social Media Content

Facebook, Twitter, YouTube, and other social networking sites can help you reach your audience quickly and with limited resources. By posting updates either through your group's or organization's accounts, or your own account, you can help to spread information about your event and **National Prevention Week 2012**. See the [Social Media Outreach](#) section in “Free and Low-Cost Ways to Get the Word Out” for more information and ideas.

**Timeframe:** Begin posting about your **National Prevention Week 2012** event on Facebook and Twitter as soon as you confirm a date and location. As planning progresses, post more details to generate buzz about your event. In the two months leading up to your event, post on a weekly basis, and in the final week, post frequent reminders. Consider encouraging partner organizations and sponsors to post reminders on their social media profiles as well within the final week. Be sure to update your Facebook and Twitter statuses regularly, and remember to cross-promote all of your social media content.

## Live-Read Radio Scripts

Live-read radio scripts are a type of Public Service Announcement (PSA) that can be distributed to radio stations and read by disc jockeys (DJs) on-air. Radio stations often announce live-read radio scripts in conjunction with upcoming community events or campaigns, and these scripts can be customized to fit your group's or organization's needs. When submitting a live-read radio script, include a cover letter with your contact information that explains the importance of your event, provides key information and event details, and includes an overview of **National Prevention Week 2012**.

**Send your scripts to:** Local radio stations that you've identified as appropriate for your target audience. Contact the stations directly to find out to whom you should send the live-read radio scripts, and the preferred format of the files. Work with the station to have your scripts read during relevant programming; you can ask to speak to a marketing or programming director who can help you pinpoint the best programming segments available.

**Timeframe:** Contact the stations two to three months before your event to make sure they can fit your live-read scripts into their schedule. Ask the radio stations to play your scripts during the two to three weeks leading up to your **National Prevention Week 2012** event.

## Op-ed

An op-ed is an excellent way to educate readers about an issue, and can be featured in traditional print media like your local newspaper, as well as in online publications. It's important to recognize that publications often have strict guidelines for op-ed submissions, such as length restrictions, and submission does not guarantee that the op-ed will be published.

Your op-ed should speak about issues that are important to you, as well as to the community. It should be informative and well-written, but also have a personal tone so that readers connect to the message you are trying to convey. Your op-ed should be relevant to those who read it, so consider writing about topics such as: the direct impact of substance abuse on your community, citing statistics and featuring personal profiles; the positive ways that local youth groups help prevent substance abuse and promote mental, emotional, and behavioral well-being by providing alternative activities for youth, quoting local leaders and youth; or the need for more suicide prevention education, training, awareness and resources based on a recent local tragedy.

**Send your op-ed to:** The local publication that best fits with the message you are trying to convey and ultimately provides maximum readership. Contact the editor of the Opinion page or identify the best person to talk to about placing an op-ed. Before you submit your op-ed, research the publication's entry deadlines, word count minimums or maximums, and submission format guidelines.

**Timeframe:** Carefully time the submission of your op-ed to allow it to be published approximately three to four weeks before your **National Prevention Week 2012** event. If you have questions about timing or length requirements, contact the Opinion page editor approximately two to three months before you hope to have your op-ed published. Send a follow-up e-mail to the editor one week after you've submitted your op-ed.

## Media Alert

Think of a media alert as an invitation to your **National Prevention Week 2012** event. It should be straight-forward and brief and include the basic details of the event. A media alert notifies reporters about your event and may serve as a reminder if they have heard about it through your promotion efforts.

**Send your media alert to:** Reporters and editors whom you've identified as those likely to be engaged in your event, as well as a broader list of reporters and editors who cover general news stories and happenings in the community.

**Timeframe:** Send a media alert out two to three weeks before your event as a notice to reporters that your event is coming up!

## Press Release

A press release covers basic information about your event and introduces a reporter or editor to your group or organization. When writing a press release, imagine that the reporter may only read the first few sentences: meaning you should begin with the most important information, such as the where, when, and why of your event, in the first two sentences and place minor details at the end. This type of outreach should be informative and interesting, making the reporter want to learn more about your event.

**Send your press release to:** Reporters and editors whom you've identified as those likely to be engaged in your event based on topics and issues they cover in your community or write about on a regular basis.

**Timeframe:** Send a press release out a week before your event to give reporters time to research your organization, schedule interviews and plan to attend your event. Note that the press release is ‘under embargo’ until the day before your event. This means that reporters can use the information to prepare a story about the event, but cannot release the information to the public until the day before the event (when the embargo ends).

## Media Kit

A media kit is designed and packaged for journalists who may attend your event and want background information on your group or organization, your event, and **National Prevention Week 2012**. Include in your media kit all the information someone would need to write a complete story on your organization and event: media materials you prepared (including the press release and/or media alert), brochures and fact sheets, your group or organization's annual report, photos, and contact information. These documents should be neatly placed into a folder and can be sent to the media before your event or handed out during the event. If reporters are on a tight deadline or are unable to conduct a full interview during your event, a media kit is the best way to share a large amount of information with them quickly.

**Send your media kit to:** Reporters who have expressed interest in your event or responded to your outreach efforts but are unable to attend your event.

**Timeframe:** Provide media kits to all reporters and media personnel who attend your event.

## Media Communication Samples and Templates

### Sample Live-Read Radio Scripts

#### :30 live-read radio script

Preventing substance abuse and promoting mental, emotional, and behavioral well-being makes communities stronger and healthier. It's something all of us benefit from and something we can all contribute to. We are the ones who can make a difference in **[INSERT COMMUNITY]** through small, yet important actions in our daily lives. How are you taking action? Join in during **National Prevention Week 2012**, May 20 - 26. Sponsored by the Substance Abuse and Mental Health Services Administration and **[INSERT ORGANIZATION]**.

#### :20 live-read radio script

Everyone can make a difference and help prevent substance abuse and promote mental health. How are you taking action? Join in during **National Prevention Week 2012**. Sponsored by the Substance Abuse and Mental Health Services Administration and **[INSERT ORGANIZATION]**.

**:15 live-read radio script**

May 20 to 26 is **National Prevention Week 2012**. Small actions can make a big difference in [INSERT COMMUNITY] and help to prevent substance abuse and promote positive mental health. Sponsored by the Substance Abuse and Mental Health Services Administration and [INSERT ORGANIZATION].

**:10 live-read radio script**

May 20 to 26 is **National Prevention Week 2012**, sponsored by the Substance Abuse and Mental Health Services Administration and [INSERT ORGANIZATION].

**:10 live-read radio script (to use during the week of May 20–26)**

Don't forget, this week is **National Prevention Week 2012**, sponsored by the Substance Abuse and Mental Health Services Administration and [INSERT ORGANIZATION].

## Sample Op-ed

Word count: [INSERT FINAL WORD COUNT OF OP-ED TEXT, e.g., 472]

### Everyone Needs to Take Responsibility to Prevent Youth Substance Use in Our Community

You are probably familiar with the great media campaigns created by the Office of National Drug Control Policy (ONDCP) and others – Above the Influence, The Anti-Drug – to counteract the negative advertising that bombards youth every day. While these are incredibly important and effective, our kids also deserve to hear these messages from people they know and who care about them, rather than just from the media. They need and deserve us – their parents, caregivers, educators, community leaders, and role models – to take action, get involved, and make a difference in their lives and their community. We can work together to prevent substance abuse by being involved in our children's lives and providing resources, activities, and support to the youth of our community.

According to statistics compiled by the Substance Abuse and Mental Health Services Administration (SAMHSA) and the National Institute on Drug Abuse (NIDA), half of all lifetime cases of mental and substance use disorders begin by age 14, and three-fourths by age 24. On an average day, 4,617 youths under the age of 18 use an illicit drug for the first time, and 2,000 teens a day use a prescription drug for the first time that wasn't prescribed to them. **[INSERT LOCAL STATISTIC, E.G., NUMBER OF ADMISSIONS TO THE LOCAL HOSPITAL FOR SUBSTANCE ABUSE OR OVERDOSE, NUMBER OF LOCAL YOUTH ADMITTED TO TREATMENT FACILITIES]** Substance abuse often starts early. Now is the time for us to make a difference in **[INSERT COMMUNITY]** by joining together, identifying resources, support systems, and alternatives for youth in our community, and raising awareness about the importance of prevention.

Just talking to youth about substance use and abuse and being involved in their lives can make a difference.

- Youths aged 12 to 17 who believed their parents would strongly disapprove of their using substances were less likely to use that substance than were youths who believed their parents would somewhat disapprove or neither approve nor disapprove; and
- In 2010, youths aged 12 to 17 whose parents always or sometimes engaged in monitoring behaviors – like helping with homework – used illicit drugs, smoked cigarettes and binge drank less frequently than those whose parents seldom or never engaged in such behaviors.

On **[INSERT DATE]**, **[INSERT ORGANIZATION]** will host the We Are the Ones Health Fair at **[INSERT LOCATION]** at **[INSERT TIME]** as part of the inaugural **National Prevention Week 2012**. This event will bring the youth of the community and their caregivers together with **[community leadership, educators, health care providers, substance abuse prevention and treatment specialists, representatives from local recreational centers, intramural sports leagues, youth groups and faith-based organizations]**. This is a great opportunity for members of **[INSERT COMMUNITY]** to work together to raise awareness about this important issue and identify ways in which we can each take action to make a difference in our own lives, our children's lives, and in our community.

**[INSERT NAME]** is the **[INSERT TITLE]** of the **[INSERT ORGANIZATION]** in **[INSERT CITY/TOWN/COMMUNITY]**. He/She can be reached at **[INSERT E-MAIL]** or **[INSERT PHONE NUMBER]**.

## Sample Media Alert

FOR IMMEDIATE RELEASE

### **COMMUNITY TAKES ACTION TO PREVENT SUBSTANCE ABUSE AND IMPROVE MENTAL HEALTH WITH [INSERT EVENT]**

**WHAT:** To raise awareness in the community that substance abuse is an issue that affects everyone, [INSERT ORGANIZATION] will host [INSERT EVENT]. At the event, [INSERT ONE OR TWO LINES WITH MORE DETAILS ABOUT EVENT].

[INSERT ORGANIZATION] is hosting its [INSERT EVENT] as part of the Substance Abuse and Mental Health Services Administration's (SAMHSA's) **National Prevention Week 2012**, a time for communities to come together and focus on the importance of preventing substance abuse and promoting mental, emotional, and behavioral well-being. **National Prevention Week** echoes a key message of the U.S. Surgeon General's National Prevention Strategy, emphasizing that prevention should be woven into all aspects of our lives – including where and how we live, learn, work, and play – and that everyone has a role in creating a healthier nation. The [INSERT EVENT] is sponsored by [LIST LOCAL PARTNERS/SPONSORS].

**WHO:** [INSERT LOCAL OFFICIALS, LEADERS, BUSINESS FIGURES, ETC. WHO WILL ATTEND THE EVENT – If this information is not confirmed at time of release, insert last sentence in preceding paragraph about event partners/sponsors]

**WHY:** Alcohol abuse, illicit drug use, and prescription drug abuse are widespread issues that affect individuals, families, and communities. Almost fifty-nine million (58.6 million) Americans binge drink, consuming five or more drinks in one sitting and almost seventy million (69.6 million) Americans use tobacco – cigarettes, cigars, pipes, or chew. Additionally, almost twenty-three million (22.6 million) Americans use illicit drugs, and mental disorders are the leading cause of disability in the United States. [INSERT RELEVANT AND TIMELY STATISTICS ABOUT YOUR COMMUNITY] But there's hope, and efforts that focus on prevention and promote well-being – like [INSERT EVENT] – result in healthier living for individuals and stronger communities for everyone.

[INSERT ORGANIZATION] and [INSERT PARTNERS/SPONSORS] have come together to host [INSERT EVENT] as part of **National Prevention Week 2012** and embrace the national theme “We are the ones. How are you taking action?” This national health observance recognizes that helping to prevent substance abuse and promote mental, emotional, and behavioral well-being doesn't take extraordinary efforts, just everyday actions by ordinary people. These simple actions add up to healthier people, neighborhoods and communities.

**WHEN:** [INSERT DATE AND EXACT TIME OF EVENT]

**WHERE:** [INSERT LOCATION, INCLUDING EXACT ADDRESS]

**MEDIA CONTACT:** [INSERT NAME, ORGANIZATION]

**Phone:** [INSERT NUMBER]

**E-mail:** [INSERT E-MAIL]

# Sample Press Release

FOR IMMEDIATE RELEASE

Contact: [INSERT NAME, ORGANIZATION]

Phone: [INSERT NUMBER]

E-mail: [INSERT E-MAIL]

[INSERT ORGANIZATION] HOSTING [INSERT EVENT] TO STRENGTHEN COMMUNITY, PREVENT SUBSTANCE ABUSE, AND PROMOTE MENTAL, EMOTIONAL, AND BEHAVIORAL HEALTH

[INSERT ORGANIZATION] will be hosting a [INSERT EVENT] at [INSERT LOCATION] on [INSERT DATE] as part of **National Prevention Week 2012**, a national celebration of the collective work being done in communities across the country to prevent substance abuse and promote mental, emotional, and behavioral well-being. **National Prevention Week** echoes a key message of the U.S. Surgeon General's National Prevention Strategy, emphasizing that prevention should be woven into all aspects of our lives – including where and how we live, learn, work, and play – and that everyone has a role in creating a healthier nation. The [INSERT EVENT] will [BRIEFLY DESCRIBE EVENT].

[INSERT ORGANIZATION] is partnering with [PARTNER ORGANIZATION(S)] to host [EVENT]. The [EVENT] will provide members of the community with [DESCRIBE HOW THE EVENT WILL SERVE THE COMMUNITY – EDUCATE, SHOWCASE LOCAL RESOURCES, RAISE AWARENESS, ETC.].

[INSERT ORGANIZATION] is proud to be one of many organizations around the country that are encouraging people to take simple steps to improve their communities and lives as part of the Substance Abuse and Mental Health Services Administration's (SAMHSA's) **National Prevention Week 2012**. During this week, [INSERT ORGANIZATION] will be celebrating its prevention successes, focusing on areas that need improvement and building bridges to partners who care deeply about creating a healthier community.

[INSERT ORGANIZATION] recognizes that preventing substance abuse and promoting mental, emotional, and behavioral well-being doesn't take extraordinary efforts – just everyday actions by ordinary people. Simple actions add up to healthier people, neighborhoods, and communities.

[INSERT INFORMATION ABOUT YOUR ORGANIZATION AND YOUR MISSION, YOUR WORK IN THE COMMUNITY, ETC. – NO LONGER THAN ONE PARAGRAPH].

###

If you would like more information about [INSERT ORGANIZATION] and the [INSERT EVENT], or to schedule an interview, please contact [INSERT FULL NAME, TITLE,] at [INSERT PHONE NUMBER].

## Sample Social Media Content

### Facebook Content

Be sure that your Facebook posts are no longer than 420 characters. You should plan to post at least once per week, although more posts are encouraged.

Date to Post	Facebook Status Update Suggestions
April 1 - 7	Substance abuse is a nationwide problem. [INSERT ORGANIZATION] invites everyone to join us on [INSERT DATE] to learn more about what we're doing to take action and prevent substance abuse in [INSERT COMMUNITY]! Check out [INSERT WEB SITE]!
April 22 - 28	We're busy preparing for our [INSERT EVENT] on [INSERT DATE] as part of SAMHSA's <b>National Prevention Week 2012</b> , a nationwide movement to prevent substance abuse and promote mental health and well-being! Hope you'll be there! Learn more at [INSERT WEB SITE].
May 6 - 12	SAMHSA's <b>National Prevention Week 2012</b> is approaching quickly. The official celebration starts May 20th. Visit [INSERT WEB SITE] for information about the importance of substance use prevention and positive mental health!
May 13 - 19	Want to make a difference here in [INSERT COMMUNITY]? Visit [INSERT WEB SITE] for information about our [INSERT EVENT] next week in celebration of SAMHSA's <b>National Prevention Week 2012</b> . Small actions can make a big difference, and we can all work together to promote mental health in our community!
May 20 - 26	We are thrilled to be celebrating SAMHSA's <b>National Prevention Week 2012</b> , working to prevent substance abuse and promote mental health! Our work starts with [INSERT COMMUNITY], and we hope you'll join us [INSERT DATE] at [INSERT LOCATION] for our [INSERT EVENT], and be one of the many taking action across the country! Learn more at [INSERT WEB SITE].
Day of Event	Today is the day! Be the one and take action to prevent substance abuse and promote positive mental health in [INSERT COMMUNITY]! Come join us at [INSERT LOCATION] at [INSERT TIME] and enjoy a great [DESCRIBE ACTIVITIES AT EVENT]. See you there!
Post-Event	Thanks to everyone who came out and celebrated <b>National Prevention Week 2012</b> with us at our [INSERT EVENT]! It was great to see [INSERT COMMUNITY] coming together to take action and make a difference!

## Twitter Content

Be sure that your Twitter posts are no longer than 140 characters. You should plan to post at least once per week, although more posts are encouraged.

Date to Post	Twitter Status Update Suggestions
April 1 - 7	Take action to prevent substance abuse and promote health and well-being in our community! Check out [INSERT WEB SITE] for info! #NPW2012
April 22 - 28	We're busy preparing for our event on [INSERT DATE] as part of SAMHSA's <b>National Prevention Week 2012</b> . Join us! [INSERT WEB SITE]
May 6 - 12	SAMHSA's <b>National Prevention Week 2012</b> is approaching quickly. Visit [INSERT WEB SITE] to find out how you can get involved! #NPW2012
May 13 - 19	One more week until <b>National Prevention Week 2012</b> ! Show your support by getting involved at [INSERT WEB SITE] #NPW2012
May 20 - 26	It's SAMHSA's National Prevention Week! Help raise awareness by visiting [INSERT WEB SITE] and getting involved in our community!
Day of Event	Today's the day! Join us at [INSERT LOCATION] at [INSERT TIME] to take action to prevent substance abuse and promote mental health. #NPW2012
Post-Event	Thank you to everyone who showed up to our [EVENT]. It was great to celebrate SAMHSA's <b>National Prevention Week 2012</b> with you!

## YouTube Content

Creating a YouTube video to promote your **National Prevention Week 2012** event is a unique way to spread the word. The videos below are great examples of public service announcements (PSAs), community videos encouraging people to take action, and educational videos that stress the importance of substance abuse prevention and positive mental health.

- Prevention of Substance Abuse and Mental Illness Video PSA Contest winner  
[I Am More Than Meets the Eye](#)
- The 2011 National Children's Mental Health Awareness Day PSA
- Florida's [Be the Wall](#) social marketing campaign video
- Delaware's [Time to Re-Think Teens and Drink](#) video
- West Virginia's [A Time for Action: Preventing Underage Drinking in West Virginia](#)
- SAMHSA's What a Difference a Friend Makes [Dude Got Back](#) PSA
- SAMHSA's What a Difference a Friend Makes [Tic Tac](#) PSA
- SAMHSA's What a Difference a Friend Makes contest winner [Always Be There](#)
- The Center for Substance Abuse Treatment's (CSAT's) [Why "RE"covery?](#) video
- [We Can Help Us](#) campaign video

Visit <http://www.youtube.com/user/SAMHSA> to view other creative videos and jump-start your imagination.

# National Prevention Week 2012 Promotional Materials

Promotional materials allow your group or organization to publicize **National Prevention Week 2012** and your event in a visual way. You can create materials to share with your partners, distribute throughout your community, and post online. Your group or organization can also design unique materials that suit your community and event!

## National Prevention Week 2012 Prevention and Promotion Messages

Consider incorporating National Prevention Week's positive prevention message into your promotional materials. The following are examples of messages your group or organization can use or modify for posters, flyers, handouts, or other materials:

- **National Prevention Week 2012:** We are the ones! It takes ordinary people to prevent substance abuse and promote mental, emotional, and behavioral well-being, so what are you doing to contribute – in your daily life, in your community?
- **National Prevention Week 2012:** We are the ones! Helping to prevent substance abuse and promote mental, emotional, and behavioral well-being doesn't take extraordinary efforts – just everyday actions by ordinary people. Simple actions add up to healthier people and more vibrant communities. How are you taking action?
- **National Prevention Week 2012:** Most kids don't use illicit drugs or binge on alcohol. We are the ones who are in the majority and who care about our futures, our grades, our families and our communities. We want to help spread the word that most kids are like us, and we want to encourage others to think twice before engaging in risky behaviors.

## Promotional Materials

This toolkit includes the official **National Prevention Week 2012** logo, as well as formatted posters, stickers, and pocket cards that can be easily printed on a home or office computer, or printed by a professional printing company. These materials are also available for download at <http://www.samhsa.gov/preventionweek>.

**FOR PC USERS:** To download the **National Prevention Week 2012** images, right-click on the image and choose ‘Save Image As...’ and then save the image as a JPEG Image in a folder you’ll remember, such as your Pictures folder or a folder specifically created for your **National Prevention Week 2012** event.

**FOR MAC USERS:** To download the **National Prevention Week 2012** image, simply click on the image and drag it to your desktop. OR, right-click on the image and choose ‘Save Image As’ and then save the image as a JPEG Image in a folder you’ll remember, such as your Pictures folder or a folder specifically created for your **National Prevention Week 2012** event.

## Logo

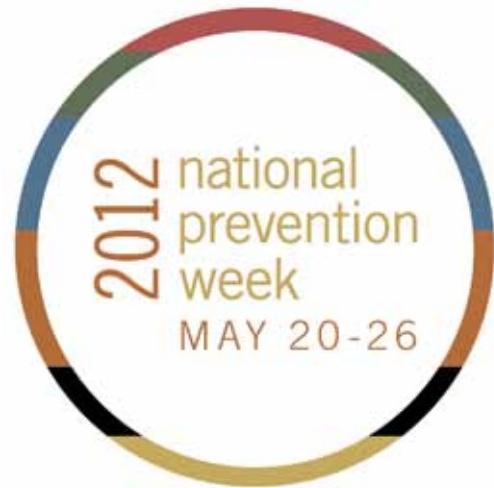
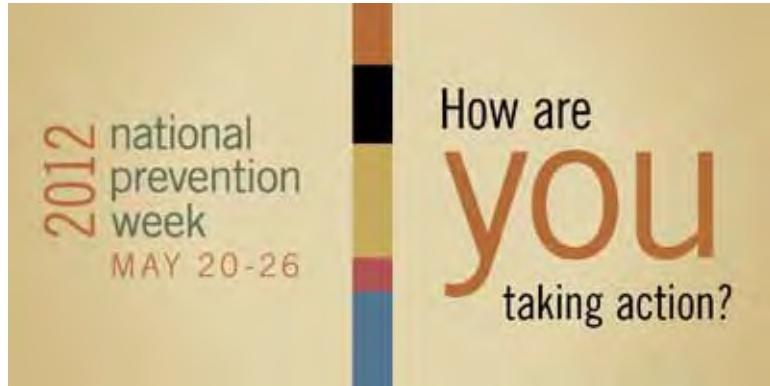
The **National Prevention Week 2012** logo is an identifiable image that will be used throughout the country to brand this national health observance. There are countless ways to use the **National Prevention Week 2012** logo when creating promotional materials. Consider creating give-away items for event staff or guests, branding your media materials, or including the logo on your Web site.

A unique way to promote your event may be to personalize a t-shirt using the **National Prevention Week 2012** logo or other images. To transfer an image to a t-shirt, purchase iron-on transfer paper and follow the instructions provided. Cut your customized design out and place it where you want it to appear on your t-shirt. Don't forget to select the option to print in reverse when creating an iron-on transfer.



## Stickers

The **National Prevention Week 2012** sticker designs are sized to allow for easy printing on 2-1/2" diameter round labels or 2" x 4" shipping labels, although you can also resize them for any project you create. You may also want to print customized magnets or window decals using magnet and decal printing sheets. Labels, magnets, and window decal sheets can be found at many office supply stores or through online retailers.



## Posters

The **National Prevention Week 2012** posters can be easily printed from a home or office computer as 8.5" x 11" flyers, or they can be enlarged and printed through a professional printing company.

# How are you taking action?

## 2012 Theme Days:

**Monday, May 21**

Prevention of Underage Drinking

**Tuesday, May 22**

Prevention of Prescription Drug Abuse  
and Illicit Drug Use

**Wednesday, May 23**

Prevention of Alcohol Abuse

**Thursday, May 24**

Suicide Prevention

**Friday, May 25**

Promotion of Mental Health  
and Emotional Well-Being

**We are the ones!** Helping to prevent substance abuse and promote emotional well-being doesn't take extraordinary efforts – just everyday actions by ordinary people. Those simple actions add up to healthier people and more vibrant communities.

2012 national  
prevention  
week  
MAY 20-26

# I am the one.



**We are the ones!** Helping to prevent substance abuse and promote emotional well-being doesn't take extraordinary efforts – just everyday actions by ordinary people. Those simple actions add up to healthier people and more vibrant communities.

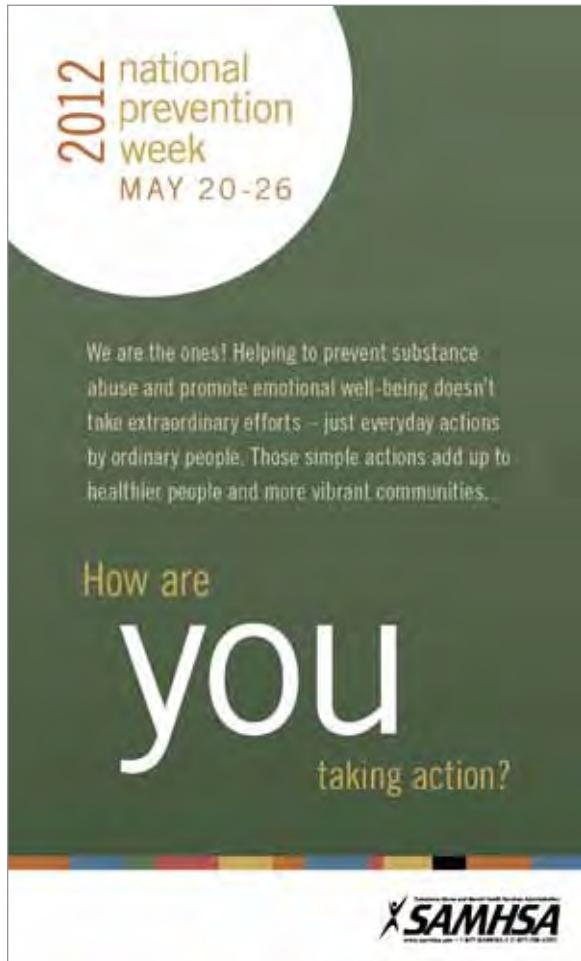
Date	Theme
<b>Monday, May 21</b>	Prevention of Underage Drinking
<b>Tuesday, May 22</b>	Prevention of Prescription Drug Abuse and Illicit Drug Use
<b>Wednesday, May 23</b>	Prevention of Alcohol Abuse
<b>Thursday, May 24</b>	Suicide Prevention
<b>Friday, May 25</b>	Promotion of Mental Health and Emotional Well-Being

2012 national  
prevention  
week  
MAY 20-26

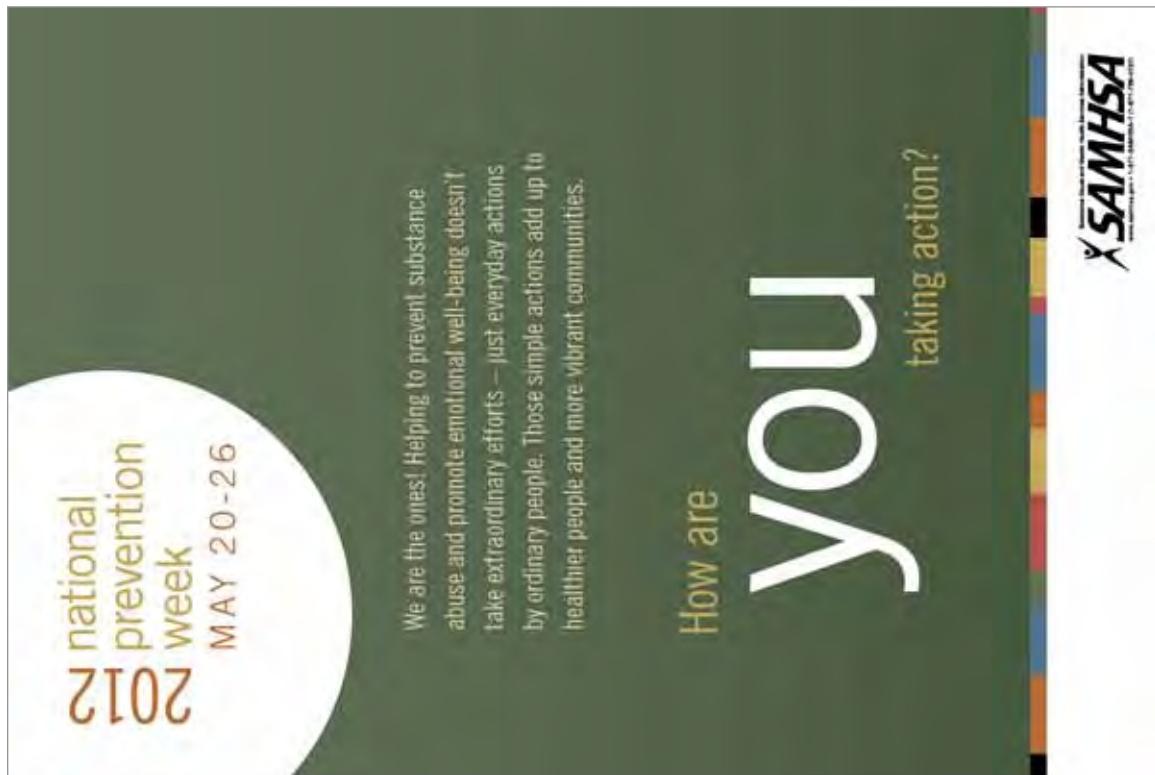
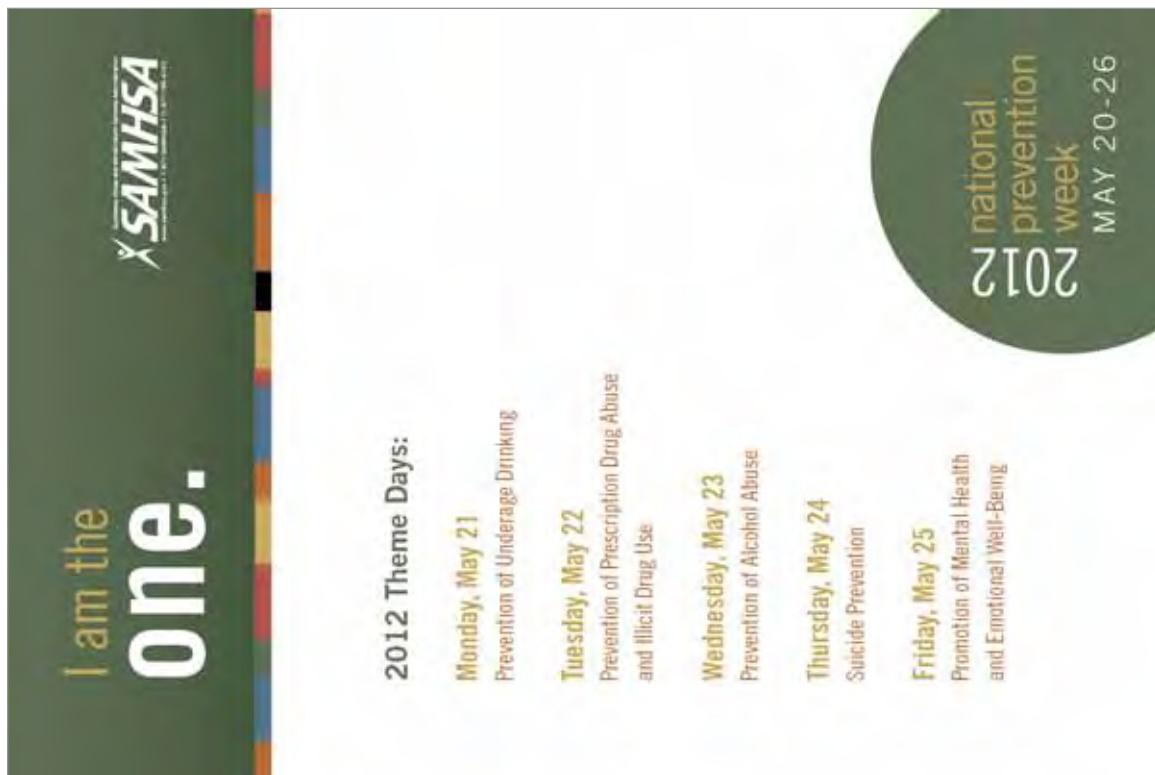
## Pocket Cards

The **National Prevention Week 2012** pocket card designs are sized to allow for easy printing on 4" x 6" postcards or 3" x 5" index cards, which can be found at office supply stores or through online retailers. You can also resize the pocket card designs for any project your group or organization would like to create. Pocket cards can be made available at local businesses (with their advanced permission), handed out to partner organizations, shared with community organizations, and more!

3" x 5" cards:



4" x 6" cards:



## The “Prevention Pledge” (printable version)

Share the “Prevention Pledge” with community centers, faith-based organizations, schools, and other groups that may be interested in **National Prevention Week 2012** and supporting healthier communities. Encourage community leaders and members to not only sign the pledge, but to pass along copies to friends, family members, and loved ones. By signing the pledge, everyone can support not only **National Prevention Week**, but also the National Prevention Strategy, which emphasizes that *prevention should be woven into all aspects of our lives*, and most importantly, that everyone has a role in creating a healthier nation. Be sure to provide contact information to distributors and organizations so they can request additional copies. See the “How Can I Encourage National Support by Taking and Promoting the ‘Prevention Pledge’?” for more information and ideas.

### NATIONAL PREVENTION WEEK 2012 PREVENTION PLEDGE

Everyone can play a role in prevention. Small actions make a big difference. Choose items below and pledge to take action to prevent substance abuse and promote mental health in your own life and the lives of those in your community.

- Talk to others about the prevention of substance use and the promotion of mental, emotional and behavioral well-being.
- Attend a *National Prevention Week 2012* event.
- Host a drug- and alcohol-free party or event.
- Learn about and support suicide prevention programs such as the [National Suicide Prevention Lifeline](#) (1-800-273-TALK [8255]) and the [Trevor Project](#).
- Encourage my children, friends and/or family members to improve their mental, emotional, and behavioral health by promoting rest, a healthy diet, physical exercise, and time outdoors.
- Point loved ones in the direction of [resources](#) that can help them improve their mental, emotional and behavioral well-being.
- Talk with a friend or loved one who has been having a difficult time and discuss things that are bothering him/her.
- Be a role model in my community by abstaining from alcohol abuse and illicit drug use.
- Volunteer with a community program or organization that provides support for at-risk populations such as youth, Tribal communities, and military families.
- Encourage my local school district to implement an alcohol and substance use [prevention program](#) and provide programs to promote students' mental health.
- Spread the prevention message online by posting about and linking to National Prevention Week 2012 on my Facebook and Twitter pages, and on my blog or Web site.
- Encourage friends, family, neighbors, and loved ones to sign the Prevention Pledge!

I know that prevention matters! I pledge to take action to prevent substance abuse and promote mental, emotional, and behavioral well-being. I recognize that I have the ability to make a difference – in my own life, in the lives of my friends and family, and in my community. I pledge to take responsibility for the daily choices that I make, and to focus on maintaining a healthy lifestyle.

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Signature

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Date

## Fact Sheets on Themes for National Prevention Week 2012

The fact sheets included in this toolkit highlight compelling statistics, information, and resources related to the five themes of **National Prevention Week 2012**. You may want to distribute the fact sheets to specific groups or audiences before or at your event. You can also use the information within the fact sheets to create other promotional or media materials. If you adapt the information in the fact sheets for new materials, use language consistent with that found in the fact sheet and cite the appropriate sources found at the end of the document to ensure accuracy.

# Prevention of Underage Drinking in the U.S.

Although the legal drinking age in the U.S. is 21, young people aged 12 to 20 drink about 11 percent of all alcohol purchased in the United States.<sup>1</sup> Underage drinking is a problem shared by all communities: metropolitan areas, large metropolitan areas, and nonmetropolitan areas have similar rates of underage alcohol use.<sup>2</sup> Excessive drinking is part of the issue: in 2010, among people aged 12 to 20 who reported drinking alcohol in the past month, an estimated 6.5 million people were binge drinkers and approximately 2 million were heavy drinkers.<sup>3\*</sup>

Underage alcohol use can have serious consequences for both young people's health and the well-being of the community. The good news is that **underage drinking can be prevented**.



In 2010, the **majority of underage drinkers** reported that their last use of alcohol in the past month occurred either **in someone else's home or their own home**.<sup>5</sup>

**5,000** people

Each year, 5,000 people under age 21 die from **homicides, suicides, car crashes and drowning**, all related to drinking alcohol.<sup>7</sup>

**10 MILLION**

**22%**

An estimated 10 million people aged 12 to 20 **reported past-month alcohol consumption in 2010**.<sup>6</sup>

Among underage drinkers who did not pay for alcohol the last time they drank, **parents, guardians, and other adult family members provided the alcohol** approximately 22 percent of the time.<sup>8</sup>

Alcohol use can result in short-term, long-term, and even fatal consequences for underage drinkers. It also poses a threat to the safety and well-being of other community members. Underage drinking causes or contributes to:

## Serious physical consequences.

Alcohol can cause hangovers, vomiting, loss of consciousness, and death resulting from alcohol poisoning or asphyxiation.<sup>9,10</sup>

## Adverse effects on young people's developing bodies and brains.

Research suggests the brain continues to develop through adolescence until approximately age 25.<sup>11</sup>

The adolescent brain is vulnerable to the damaging effects of alcohol; consumption during critical periods of brain development may cause impairments to brain functions, such as learning and memory, which last into adulthood.<sup>12</sup>

## Negative behaviors.

Underage alcohol use is associated with academic failure, illicit drug use, and tobacco use.<sup>13</sup>

\* SAMHSA's National Survey on Drug Use and Health (NSDUH) defines "binge drinking" as drinking five or more drinks on the same occasion on at least 1 day in the past 30 days. NSDUH defines "heavy drinking" as binge drinking on at least 5 days in the past 30 days.<sup>4</sup>

## Situations that put others at risk.

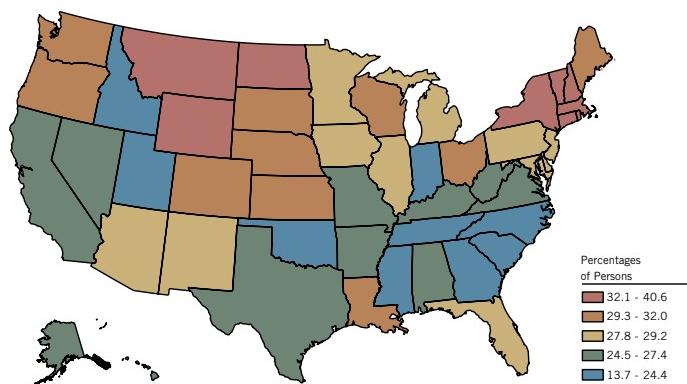
Loud and unruly behavior, property destruction, unintentional injuries, fights and violence, and even death due to underage drinking can affect anyone. Drinking and driving is one example: about 45 percent of people who die in crashes involving a drinking driver under the age of 21 are people other than the driver.<sup>14</sup> Because these ‘secondary’ effects can impact community

members at random, preventing underage alcohol use is everybody’s business.

## Problems that can continue into adulthood.

In 2010, adults who first used alcohol before age 21 were more likely to be classified with alcohol dependence or abuse than those who had their first drink at or after age 21.<sup>15</sup>

## Percentages of Persons Aged 12 to 20 Reporting Past Month Alcohol Use, by State: 2006 to 2008



Source: 2006 to 2008 SAMHSA National Surveys on Drug Use and Health (NSDUHs).

## What Communities Can Do

### Parents and Families

Many young people identify parents as the leading influence in their decision to drink or not to drink,<sup>16</sup> making it important for parents and caregivers to take an active role in preventing underage alcohol use.

Monitor your children or other young family members for signs that may indicate involvement in underage drinking. It's important to remember that these behaviors could also point to other problems.

Some signs that may point to involvement in underage drinking are:<sup>17</sup>

- School problems;
- Rebellious against family rules;
- Switching friends, along with a reluctance to let you get to know the new friend;
- A lack of involvement in former interests;

## A National Perspective

Underage alcohol use occurs across the United States, but some States and communities face higher rates of underage drinking than others. From 2006 to 2008, the highest rates of underage alcohol use – ranging from 32.1 to 40.6 percent of young people aged 12 to 20 – occurred in regions of the Northwest and Northeastern U.S.

See below to find out steps you and others can take to address underage drinking in your community.

- Mood changes, defensiveness, or a “nothing matters” attitude;
- Memory lapses;
- Blood-shot eyes;
- Lack of coordination; and
- Slurred speech.

### Educators and School Administrators

Educators and school administrators have an opportunity to discuss the risks of drinking alcohol with their students. You can help prevent underage drinking by:<sup>18</sup>

- Encouraging student involvement in school, a proven factor in reducing underage drinking.
- Creating an environment that helps students explore their talents and follow their passions.
- Being a caring adult and a mentor.
- Relaying information to parents about school policies and the dangers of underage drinking.

- Enforcing strict policies against alcohol use on school property and at school events.
- Equipping students with knowledge, skills, and motivation to resist pressures to drink.
- Putting policies and a mechanism in place for referring students to the appropriate health care providers or other personnel if they need services or treatment.

## Community Organizations

When discussing or proposing a prevention effort, remember that effective community prevention interventions require a mix of program components and policy strategies. These might include:<sup>19</sup>

- Media campaigns, speeding and drunk driving awareness days, and promotion of telephone help lines;
- Peer-led education activities in high schools, programs for college students, and the establishment of Students Against Destructive Decisions (SADD) chapters;
- Information for retail alcohol outlets about underage drinking, health risks, and legal consequences;

- Responsible beverage service training programs and the restricted sale of alcohol at public events;
- Support for social host liability laws, sobriety and traffic safety checkpoints, and graduated driver licensing laws; and
- Enforcement of underage drinking laws.

Learn more about national efforts in the National Prevention Strategy, available at <http://www.healthcare.gov/prevention/nphpphc/strategy/report.pdf>.

## Everyone

- Find out about underage drinking issues in your community, what your community is already doing to address the problem, and what actions are still needed.<sup>20</sup>
- Educate neighbors and community, local, State and Federal leaders about underage drinking issues in your community. Urge them to support policies that combat underage alcohol use.<sup>21</sup>

## Helpful Resources

- **Alcohol Screening and Brief Intervention for Youth: A Practitioner's Guide**, available at <http://pubs.niaaa.nih.gov/publications/Practitioner/YouthGuide/YouthGuide.pdf>, is a guide provided by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) that serves as a tool for identifying youth at risk for alcohol-related problems.
- The **Too Smart To Start** Web site, <http://www.toosmarttostart.samhsa.gov>, helps youth, families, educators and communities prevent underage alcohol use and its related problems.
- **UnderageDrinking.SAMHSA.gov**, available at <http://underagedrinking.samhsa.gov>, is a public education Web site supported by the Surgeon General's Call to Action on underage drinking and communicates to parents how they can help reduce their child's risk of becoming involved with alcohol.
- **The Surgeon General's Call to Action to Prevent Underage Drinking**, available at <http://www.surgeongeneral.gov/topics/underagedrinking>, is a resource from the U.S. Department of Health and Human Services (HHS) providing information on underage drinking.
- **Safe Schools, Healthy Students** is an initiative of HHS, the U.S. Department of Education, and the U.S. Department of Justice, designed to prevent violence and substance abuse among our nation's youth, schools and communities, available at <http://www.sshs.samhsa.gov>.

# Helpful Resources

- The White House Office of National Drug Control Policy's (ONDCP's) National Youth Anti-Drug Media Campaign is a resource that educates parents about underage drinking through its “**Parents: The Anti-Drug**” campaign (<http://www.theantidrug.com>), as well as materials directed toward teens through its “**Above the Influence**” campaign (<http://www.abovetheinfluence.com>).
- The **Stop Underage Drinking** Web site, <http://www.stopalcoholabuse.gov>, is a collaboration among SAMHSA and other Federal agencies, and provides a wealth of information on underage drinking, such as data and statistics; resources for parents, youth, educators, community organizations and businesses; and more.

If you are concerned that you or someone you know may be consuming alcohol underage, help is available 24 hours a day, 7 days a week, and 365 days a year through SAMHSA’s National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD). The Helpline provides free and confidential information and treatment referrals in English and Spanish.

## Sources

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- <sup>2-6</sup>Substance Abuse and Mental Health Services Administration (SAMHSA). (2011). *Results from the 2010 National Survey on Drug Use and Health: Vol. I. Summary of national findings*, (Center for Behavioral Health Statistics and Quality, NSDUH Series H 41, HHS Publication No. SMA 11 4658). Rockville, MD: SAMHSA.
- <sup>7</sup>Centers for Disease Control and Prevention (CDC). (2004). Hingson and Kenkel 2004; Levy et al. 1999; National Highway Traffic Safety Administration (NHTSA) 2003; Smith et al. 1999. As cited in Substance Abuse and Mental Health Services Administration (SAMHSA). (2009). *Start Talking Before They Start Drinking* Retrieved December 20, 2011, from [http://www.stopalcoholabuse.gov/media/Underage\\_Brochure\\_508final.pdf](http://www.stopalcoholabuse.gov/media/Underage_Brochure_508final.pdf)
- <sup>8</sup>Substance Abuse and Mental Health Services Administration (SAMHSA). (2011). *Results from the 2010 National Survey on Drug Use and Health: Vol. I. Summary of national findings*, (Center for Behavioral Health Statistics and Quality, NSDUH Series H 41, HHS Publication No. SMA 11 4658). Rockville, MD: SAMHSA.
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- <sup>11</sup>Winters, K, et al. (2008). The Developing Brain, Adolescence and Vulnerability to Drug Abuse. *For Society for Prevention Research 18th Annual Meeting, Denver, CO*. Retrieved December 20, 2011, from <http://www.mentorfoundation.org/uploads/SPR-Denver/Teen%20Brain%20Poster.pdf>
- <sup>12</sup>Hiller-Sturmhofel, S., and Swartzwelder, H.S. (2004/2005). Alcohol’s effects on the adolescent brain: What can be learned from animal models. *Alcohol Research & Health* 28(4), 213–221. Retrieved December 20, 2011, from <http://pubs.niaaa.nih.gov/publications/arh284/213-221.pdf>
- <sup>13</sup>U.S. Department of Health and Human Services. (2007). *The Surgeon General’s Call to Action To Prevent and Reduce Underage Drinking*. (U.S. Department of Health and Human Services, Office of the Surgeon General). Retrieved December 20, 2011, from <http://www.surgeongeneral.gov/topics/underagedrinking/callofaction.pdf>
- <sup>14</sup>U.S. Department of Transportation Fatality Analysis Reporting System. (2004). As cited in U.S. Department of Health and Human Services. (2007). *The Surgeon General’s Call to Action To Prevent and Reduce Underage Drinking*. (U.S. Department of Health and Human Services, Office of the Surgeon General). Retrieved December 20, 2011, from <http://www.surgeongeneral.gov/topics/underagedrinking/callofaction.pdf>
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- <sup>16</sup>The Century Council. (2009). Underage Drinking Research and Teen Drinking Facts. Retrieved December 20, 2011, from <http://www.centurycouncil.org/learn-the-facts/underage-drinking-research> (Original source: GfKRoper Youth Report.)
- <sup>17</sup>Substance Abuse and Mental Health Services Administration (SAMHSA). Too Smart to Start: Signs of Underage Alcohol Use. Retrieved December 20, 2011, from <http://www.toosmarttostart.samhsa.gov/educators/signs/default.aspx>
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- <sup>20-21</sup>Massachusetts Department of Public Health. (2006). (Bureau of Substance Abuse Services, Brochure SA1036). Boston, MA: Massachusetts Department of Public Health. Retrieved December 20, 2011, from <http://www.maclearinghouse.com/PDFs/SubstanceAbuse/SA1036.pdf>

# Prevention of Illicit Drug Use and Prescription Drug Abuse in the U.S.

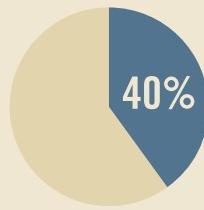
Illicit drug use and the misuse of prescription medications are widespread problems in the United States. Approximately 23 million Americans aged 12 or older, or roughly 9 percent of the population, were current illicit drug users in 2010.<sup>1</sup> These substances include marijuana/hashish, cocaine (including crack), heroin, hallucinogens, and inhalants.<sup>2</sup> In a 2010 report, approximately seven million Americans reported that they currently used prescription drugs for nonmedical purposes.<sup>3</sup> Most young people refrain from using illicit drugs, but an estimated 1 in 10 youth aged 12 to 17 was a current illicit drug user in 2010.<sup>4</sup>

Drug use among people of all ages is dangerous because it can lead to addiction, reduced self-control and impaired decision-making,<sup>5</sup> in addition to other serious physical consequences. Some drugs can alter the brain in ways that persist after the person has stopped taking drugs, and which may even be permanent.<sup>6</sup>

**Learn what you can do to help protect your loved ones and community.**

**22**  
percent

Almost one quarter (22 percent) of full-time college students aged 18 to 22 were current illicit drug users in 2010.<sup>7</sup>



In 2010, approximately 40 percent of current illicit drug users aged 12 or older – or 9 million people – used drugs other than marijuana.<sup>9</sup>

**Q:**

What is the most commonly used illicit drug in the U.S.?

**A:**

Marijuana. Among people who were current illicit drug users in 2010, roughly 77 percent of them used marijuana.<sup>8</sup>

**NINE  
MILLION  
PEOPLE**

Of the 9 million people who used drugs other than marijuana in 2010, the majority used prescription medications that weren't prescribed to them.<sup>10</sup>

## Using illicit drugs and misusing prescription drugs can have severe health consequences.

Side effects of illicit drugs, including depressants and stimulants, can include:<sup>11,12,13</sup>

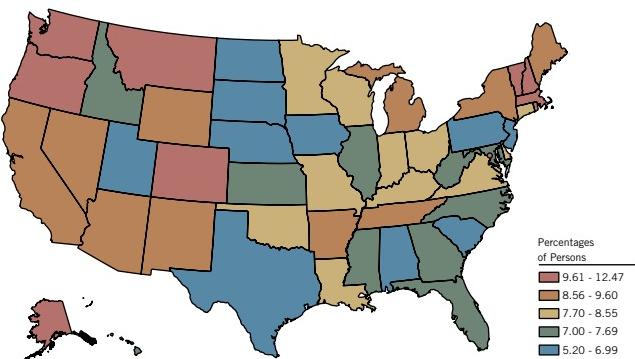
- Blurred vision;
- Hallucinations;
- Delirium;
- Dangerous levels of dehydration and overheating;
- Feelings of sadness, anxiety and depression;
- Thinking and memory difficulties;
- Slowed pulse and breathing; and
- Respiratory depression.

Using or abusing illicit drugs can result in more serious consequences: respiratory arrest, heart failure, coma, and death.<sup>14</sup>

Combining prescription drugs with alcohol or other drugs can lead to heart failure, seizures, and can be lethal.<sup>15</sup> When taken as prescribed by a doctor or healthcare provider, prescription drugs are safe and effective. But all medicines have risks when misused or abused. It's important to follow directions on dosages and how often to take these drugs, and never take any medication that's prescribed for someone else.<sup>16</sup>

Drugs can impair perception, cognition, attention, balance, coordination, reaction time, and other capabilities needed for daily activities, such as driving.<sup>17</sup> Operating a vehicle under the influence of drugs puts the safety of drivers, passengers, pedestrians, and others on the road at risk.

## Illicit Drug Use in the Past Month among Persons Aged 12 or Older, by State: 2006 and 2007



Source: SAMHSA, Office of Applied Studies, National Survey on Drug Use and Health, 2006 and 2007.

## A National Perspective

The map illustrates the differences in rates of drug use across the United States. No matter where your State falls along the spectrum, it's important to prevent the negative impact drugs can have on health and communities – see below for tips on how to take action.

### DID YOU KNOW?

The economic cost of drug abuse in the United States is an estimated **\$181 billion**.

Source: Office of National Drug Control Policy (2004). The Economic Costs of Drug Abuse in the United States, 1992-2002.<sup>18</sup>

## What Communities Can Do

### Parents

Get involved in your child's day-to-day activities and discuss the risks of using illicit and prescription drugs. By being involved early and consistently, you can help prevent problems before they occur.<sup>19</sup> Parents should also securely store prescription drugs and dispose of unused supplies.

### Educators

Improve the learning environment by addressing students' aggressive behaviors and poor concentration, which are risks associated with the eventual onset of drug abuse and related problems.<sup>20</sup>

### Community Organizations and Leaders

- Implement effective prevention programs – SAMHSA's National Registry of Evidence-Based Programs and Practices provides an online registry of more than 200 proven prevention interventions (<http://nrepp.samhsa.gov>).
- In partnership with schools or others in your community, use SAMHSA's Risk and Protective Factors handout ([http://bblocks.samhsa.gov/media/bblocks/Educators/Risk\\_Protection\\_Educator\\_Tool.pdf](http://bblocks.samhsa.gov/media/bblocks/Educators/Risk_Protection_Educator_Tool.pdf)) to identify and consider

factors that have the most impact for young people in your community. An important goal of prevention is to change the balance between risk and protective factors, so that protective factors outweigh risk factors. Risk factors can increase a person's chances for drug abuse, while protective factors can reduce the risk. Assess risk and protective factors associated with drug problems in your community to target prevention services.<sup>21</sup>

- Learn more about national efforts in the National Prevention Strategy, available at <http://www.healthcare.gov/prevention/nphppc/strategy/report.pdf>.

### Everyone

Many signs may indicate that someone is abusing prescription drugs or using illicit drugs, and could also point to other problems. Signs to look for include:<sup>22</sup>

- Missing prescription drugs (especially narcotics and mood stabilizers), or evidence of drug paraphernalia or inhalant products;
- Changes in friends, the use of secretive language, increased secrecy about possessions or activities, or negative changes in school or job performance;
- Increased use of sprays, perfumes, or mouthwash to mask smoke or chemical odors; and
- An increase in borrowing money.

# Helpful Resources

- **SAMHSA's Treatment Locator**, available at <http://findtreatment.samhsa.gov>, is a searchable directory of drug and alcohol treatment programs. The Treatment Locator shows the location of facilities around the country that treat drug abuse and alcohol problems.
- The White House Office of National Drug Control Policy's (ONDCP's) National Youth Anti-Drug Media Campaign provides resources for parents through its “**Parents: The Anti-Drug**” campaign, as well as materials directed toward teens through its “**Above the Influence**” campaign. Campaigns and **more information are available at** <http://www.theantidrug.com> and <http://www.abovetheinfluence.com>.
- The “**NIDA for Teens**” Web site from the National Institute on Drug Abuse (NIDA), available at <http://teens.drugabuse.gov>, offers facts for teens about prescription drug abuse and illicit drug use. **NIDA InfoFacts**, available at <http://www.drugabuse.gov/infofacts/infofactsindex.html>, also provides updated information on the health effects of specific drugs, including club drugs and herbal mixtures.
- SAMHSA's Road to Recovery Webcast, “**Ignoring Instructions: The Importance of Using Prescription and Over-the-Counter Medications Properly**,” gives an overview of prescription drug abuse and discusses people who are at risk, available at <http://www.recoverymonth.gov>.

If you are concerned that you or someone you know may be abusing or addicted to prescription or illicit drugs, help is available 24 hours a day, 7 days a week, and 365 days a year through SAMHSA's National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD). The Helpline provides free and confidential information and treatment referrals in English and Spanish.

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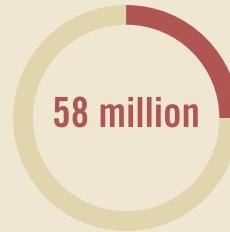
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# Prevention of Alcohol Abuse in the U.S.

Alcohol abuse is a widespread issue in the United States. Even though it's legal for individuals over age 21 to purchase and drink alcohol, many consume alcohol at levels that pose safety and health risks for themselves and others. Excessive alcohol use can cause serious problems and, for some, may lead to dependence. Alcohol abuse can affect people of all ages, and problems associated with alcohol dependence take a toll on the individual who drinks, as well as their families, children, workplace, and communities.

1  
million  
**18**

In 2010, almost 18 million people aged 12 or older were classified with alcohol dependence or abuse.<sup>1</sup>



Nearly one quarter of individuals aged 12 or older—over 58 million people—participated in binge drinking at least once in the last 30 days.<sup>2</sup>

**79,000 deaths**  
PER YEAR

Excessive alcohol consumption is associated with approximately 79,000 deaths per year.<sup>3</sup>

<sup>6</sup>SAMHSA's National Survey on Drug Use and Health (NSDUH) defines "binge drinking" as drinking five or more drinks on the same occasion on at least 1 day in the past 30 days. NSDUH defines "heavy drinking" as binge drinking on at least 5 days in the past 30 days.<sup>6</sup>

## Alcohol abuse affects individuals, families, and communities.

### Alcohol abuse can lead to risky and dangerous behavior.

- In 2010, almost 29 million people reported that they drove under the influence of alcohol at least once in the past year. Men were almost twice as likely as women to drive under the influence (15 vs. 8 percent), and people aged 21 to 25 were most likely to take this risk (23 percent).<sup>4</sup> Alcohol is a factor in approximately 41 percent of deaths from motor vehicle crashes.<sup>5</sup>
- People who drink heavily are more likely to use illicit drugs. Among almost 17 million heavy drinkers, 32 percent were current illicit drug users in 2010. Only 4 percent of people who did not drink at all and 7 percent of people who drank but not heavily reported using illicit drugs in the past month.<sup>6</sup>
- Among heavy alcohol users aged 12 or older, over 54 percent smoked cigarettes in the past month, while only 18 percent of current drinkers who did

not binge drink and 16 percent of people who did not drink alcohol at all were current smokers.<sup>7</sup>

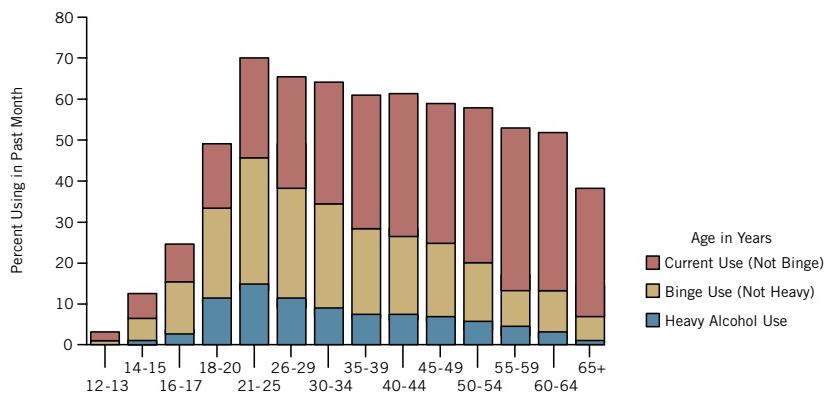
### Parents and adults who abuse alcohol expose their families to negative consequences.

- When parents drink to excess, their children are more likely to use alcohol excessively as they grow up.<sup>8</sup>
- A recent study has shown that 16 and 17 year olds living with parents who drive under the influence of alcohol or drugs are far more likely to drive under the influence than adolescents whose parents do not drive under the influence.<sup>9</sup>
- A parent's abuse of alcohol can lead to child abuse, neglect, injuries, and deaths due to motor vehicle accidents.<sup>10</sup>

## For anyone who drinks alcohol in excess, there are severe health consequences.

- Alcohol abuse can lead to dependency, also known as alcoholism. Signs of alcoholism include a tolerance to alcohol or withdrawal symptoms, which include anxiety, shakiness, sweating, nausea, insomnia, depression, irritability, fatigue, or a headache if alcohol isn't used.<sup>11</sup>
- Excessive drinking is known to cause serious liver damage and also to affect the nervous system, muscles, lungs, pancreas, and heart.<sup>12,13</sup>
- Excessive alcohol use is linked directly to increased burden from diabetes, cardiovascular problems, and chronic disease.<sup>14</sup>

## Current, Binge, and Heavy Alcohol Use Among Persons Aged 12 or Older, by Age: 2010



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2010. Figure 3.1.

## A National Perspective

Roughly one-quarter of people, regardless of the size of their community, abuse alcohol.<sup>15</sup> Based on a 2010 report, the rate of past month alcohol use for people aged 12 or older was lower in the South (47.5 percent) than in the Northeast (57.8 percent), Midwest (54.7 percent), or West (51.0 percent).<sup>16</sup>

See below for steps communities can take to reduce the prevalence of alcohol abuse.

## What Communities Can Do

### Family Members and Friends

Recognize the warning signs. Family and friends can help to prevent alcohol abuse by knowing and recognizing the warning signs. Signs to look for include:<sup>17</sup>

- Repeated alcohol use resulting in neglect of responsibilities at home, work, or school;
- Using alcohol in situations where it's physically dangerous;
- Experiencing repeated legal problems on account of drinking;
- Continuing to drink even though alcohol is causing social or interpersonal problems; and
- Drinking as a way to relax or de-stress.

### Educators

Create a positive learning environment and inform college students about the risks of alcohol abuse. Educators and school administrators can influence young people to change their attitudes about alcohol abuse and binge drinking.<sup>18</sup>

### Community Leaders and Organizations

- Communities can implement prevention strategies that focus on changing the environmental conditions that foster problematic alcohol use. This includes policies that control access and availability, media messages, and enforcement actions.<sup>19</sup>

- Working with policymakers, community members can work to regulate the number of alcohol retailers in the community as a whole and in specific neighborhoods, and also restrict sales. Both strategies can help reduce alcohol availability, decrease crime rates, and improve the community.<sup>20</sup>
- Learn more about national efforts in the National Prevention Strategy, available at <http://www.healthcare.gov/prevention/nphphc/strategy/report.pdf>.
- Become media literate to learn that not all media messages (e.g., television ads, portrayals of alcohol use on TV and in the movies) are what they seem. Call attention to depictions of alcohol use that can be misleading because of the presenter's point of view.<sup>21</sup>
- Support and encourage others to get professional help if they have alcohol problems. To find a substance abuse treatment program, go to <http://findtreatment.samhsa.gov/> or call 1-800-662-HELP (4357) or 1-800-487-4889 (TDD).

#### Everyone

- Join a community coalition or volunteer with a local organization that's working to prevent alcohol abuse and underage drinking.
- 

## Helpful Resources

- **The Substance Abuse Prevention and Treatment Block Grant Program** is a program that enables States and Territories to provide substance abuse prevention, treatment, and recovery support services for individuals, families, and communities.
- **The National Institute on Alcohol Abuse and Alcoholism (NIAAA)**, at <http://www.niaaa.nih.gov>, provides leadership in the national effort to reduce alcohol-related problems.
- **The Fetal Alcohol Spectrum Disorders Center for Excellence**, at <http://www.fasdcenter.samhsa.gov>, is a SAMHSA-led initiative devoted to preventing and treating Fetal Alcohol Spectrum Disorders (FASD). It provides information and resources about FASD and materials to help raise awareness.
- **The Center for the Application of Prevention Technologies**, at <http://captus.samhsa.gov>, is a SAMHSA initiative that works to develop and improve the skills, knowledge, and expertise of the prevention workforce.
- **Al-Anon/Alateen Family Groups**, at <http://www.al-anon.alateen.org>, is a support group for families and friends of people with alcohol problems.
- **The National Advisory Council on Alcohol Abuse and Alcohol Prevention Task Force on College Drinking**, at <http://www.collegedrinkingprevention.gov> or by calling 301-443-3860, is a site that offers research and information on college drinking.
- **Alcoholics Anonymous** provides support for people with alcohol problems. More information and a list of support groups are available at <http://www.aa.org>.

If you are concerned that you or someone you know may be abusing alcohol, help is available 24 hours a day, 7 days a week, 365 days a year through SAMHSA's National Helpline: 1-800-662-HELP (4357), or 1-800-487-4889 (TDD). The Helpline provides free and confidential information and treatment referrals in English and Spanish.

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# Suicide Prevention in the U.S.

Each year, suicide accounts for more than 37,000 deaths in the United States.<sup>1</sup> The loss of someone to suicide resonates among family, friends, coworkers, and others in the community; it has been estimated that for each person who commits suicide, 5 to 10 other people are severely affected by the loss.<sup>2</sup> Family and friends may experience a range of painful emotions, such as shock, anger, guilt, and depression.<sup>3</sup> Suicide can occur across demographics, but certain groups are more at risk than the general population. Problems with intimate partner relationships and mental and physical health problems are factors that have been associated with the occurrence of suicide.<sup>4</sup>

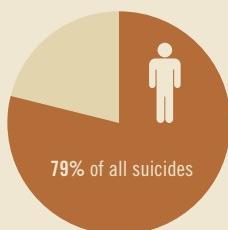
Suicide is devastating, but there are resources and information available to help prevent it. Learn more to **be the one who makes a difference.**



Suicide claims the life of someone in the United States every 15 minutes.<sup>5</sup>

**8.4**  
million

In 2009, an estimated 8.4 million adults aged 18 or older reported having serious thoughts of suicide.<sup>6</sup>



Women attempt suicide more often than men,<sup>7</sup> yet, men die more often from suicide attempts. Men represent 79 percent of all suicides in the U.S.<sup>8</sup>

**ONE BILLION**  
per  
**YEAR**

Medical costs for people who survive a suicide attempt are approximately \$1 billion a year.<sup>9</sup>

## Who is at higher risk of suicide?

### Teenagers and young adults

Suicide is the third leading cause of death for 15 to 24 year olds.<sup>10</sup>

### Military Service Members

On average, a member of the Armed Forces commits suicide every 36 hours.<sup>11</sup>

### Veterans

Suicide is the cause of death of an estimated 18 U.S. veterans each day.<sup>12</sup>

### American Indians/Alaskan Natives

Rates of suicide among American Indian/Alaskan Natives ages 15 to 34 are almost double the national average for that age group.<sup>13</sup>

### Gay, lesbian and bisexual youth

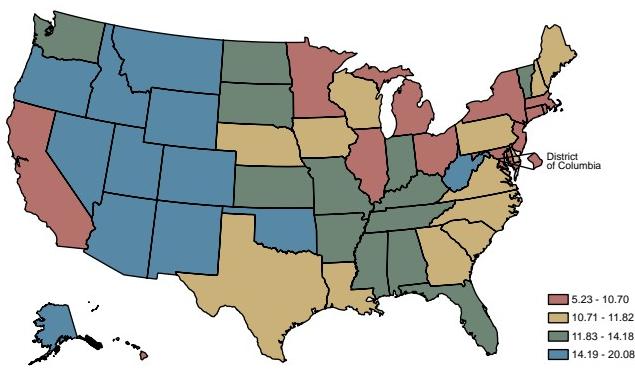
Gay, lesbian, and bisexual adolescents in grades 7 through 12 are more than twice as likely to attempt suicide as heterosexuals within the same age range.<sup>14</sup>

### Latina girls

Latina girls between the ages of 12 and 17 have the highest rate of suicide attempts among all adolescent ethnic groups.<sup>15</sup>

## Suicide Rate 2000-2006, United States

### Age-adjusted Death Rates per 100,000 Population



Note: Reports for All Ages include those of unknown age.

Data courtesy of CDC

Source: National Institute of Mental Health (NIMH). National Suicide Rate Map.

## A National Perspective

Suicide prevention in every State and community is important – even the loss of one life is too many. Though suicide can occur in any community, some regions of the U.S. are more affected than others. Data from 2000 to 2006, illustrated in the map, indicate that many Western and Frontier States experience higher suicide rates than other parts of the country.

No matter where you live, steps can be taken to help prevent suicides and make a positive change in your State and community.

See below to find out what you can do.

## What Communities Can Do

### Families, Friends, Educators, Coworkers and Other Community Members

Learn and recognize the warning signs of suicide, including.<sup>16</sup>

- Talking about: wanting to die or kill oneself, being a burden to others, feeling hopeless or having no reason to live, or feeling trapped or in unbearable pain.
- Looking for a way to kill oneself, such as searching online or buying a gun.
- Behaving recklessly.
- Withdrawing or feeling isolated, displaying extreme mood swings, or increasing the use of alcohol or drugs.
- Showing rage or talking about seeking revenge, acting anxious or agitated, or sleeping too little or too much.

You can help someone who is considering suicide by taking one or more of the following steps:<sup>17</sup>

- Listen and don't debate whether suicide is right or wrong. Allow the person in need to express his or her feelings without passing judgment or acting shocked.

- Be direct and get involved. Talk openly and matter-of-factly, showing interest and support for the person at risk.
- Don't be sworn to secrecy – seek support and professional help for the person at risk.
- Offer hope that alternatives are available.
- Get help from people or agencies that specialize in crisis intervention and suicide prevention.
- Seek confidential help, available 24 hours a day, through the **National Suicide Prevention Lifeline**: 1-800-273-TALK (8255), a toll-free service funded by SAMHSA.

### Community Coalitions and Organizations

- Meet with local officials and ask them to support suicide prevention in the community and Statewide.<sup>18</sup>
- Facilitate trainings on different topics, such as intervention skills, for key stakeholders and community members.<sup>19</sup>
- Provide informational materials to schools or at local events.<sup>20</sup>

# What Communities Can Do

## School Administrators

Help prevent suicide by establishing comprehensive crisis plans, and school-based prevention and anti-bullying programs. See below for resources that can provide additional information.

Learn more about national efforts in the National Prevention Strategy, available at <http://www.healthcare.gov/prevention/nphpphc/strategy/report.pdf>.

## Parents and Caregivers

- Ask your child's friends and teachers if you have concerns about your child's behavior.
- Spend at least 15 minutes per day listening and talking to your children. Ask about their concerns, and express what you've heard back to them to make sure you understand each other.

## Helpful Resources

- **The National Suicide Prevention Lifeline** Web site, <http://www.suicidepreventionlifeline.org>, provides a downloadable wallet card with the Lifeline phone number and suicide warning signs in English and Spanish, as well as other materials for coping and caring for loved ones.
- **SAMHSA's Mental Health Services Locator**, available at <http://store.samhsa.gov/mhlocator>, can help people find mental health services and resources in their communities.
- For broader policy issues, the **National Action Alliance for Suicide Prevention**, available at <http://www.actionallianceforsuicideprevention.org>, is a public-private collaboration SAMHSA has developed to help promote suicide prevention.
- **The Trevor Project**, available at <http://www.thetrevorproject.org>, promotes acceptance of gay, lesbian, bisexual, and questioning teens and helps to prevent suicide among those youth. **The Trevor Helpline**, which can be reached at 1-866-488-7386, is a 24-hour toll-free suicide helpline for gay, lesbian, bisexual, and questioning youth.
- **The Suicide Prevention Resource Center**, available at <http://www.sprc.org>, provides access to the science and experience that can support efforts to develop programs, implement interventions, and promote policies to prevent suicide. Resources include information on school-based prevention programs, a best practices registry, State information and more.

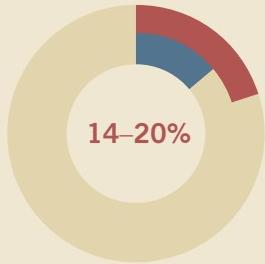
**Confidential help is available 24 hours a day through the National Suicide Prevention Lifeline: 1-800-273-TALK (8255), a toll-free service funded by SAMHSA.**

**You can also call SAMHSA's National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD), for 24-hour free and confidential information and treatment referrals in English and Spanish.**

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# Promotion of Mental, Emotional, and Behavioral Well-Being in the U.S.



In any given year, the percentage of **young people with mental, emotional, and behavioral disorders** is estimated to be between 14 and 20 percent.<sup>1</sup>

## 17 PERCENT

Estimates show that only 17 percent of all U.S. adults are considered to be in a state of optimal mental health and emotional well-being.<sup>3</sup>

more than  
**half**

Among adults reporting a mental, emotional, or behavioral disorder during their lifetime, more than half report that the disorder started in childhood or adolescence.<sup>2</sup>

**\$247  
BILLION**

Mental, emotional, and behavioral issues among young people have enormous personal, family, and societal costs. The **annual cost of these disorders** was estimated in 2007 to be \$247 billion.<sup>4</sup>

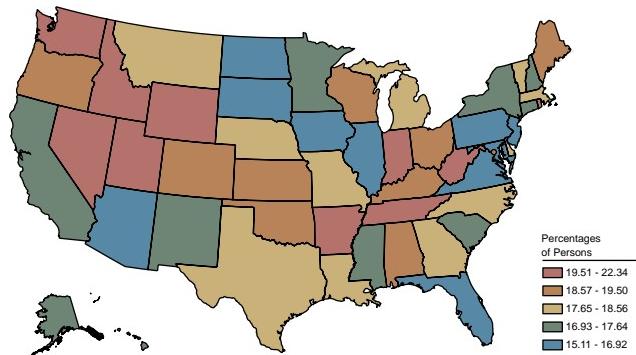
Prevention, early intervention, and mental health promotion can help assure the health of young children and adolescents. There are several core concepts behind the science of prevention and promotion:<sup>5</sup>

- Prevention of mental, emotional and behavioral disorders requires a shift in focus. Instead of addressing a disorder after it occurs, prevention means supporting the healthy development of young people starting at birth.
- Mental health and physical health go hand in hand. Young people who grow up in good physical health are likely to also have good mental health; similarly, good mental health contributes to good physical health.
- Successful prevention must involve many different groups, including informed parents, professional educators (e.g., elementary school teachers), as well as mental health and substance abuse prevention and treatment professionals.
- Promotion of mental health is essential throughout a young person's developmental life cycle – from the earliest years of life through adolescence and young adulthood – as well as in a variety of settings such as families, schools, neighborhoods, and communities.

# Factors that Impact the Healthy Development of Young People

- Exposure to risk and protective factors affects the healthy development and mental, emotional, and behavioral well-being of young people. Risk factors are conditions or characteristics that put an individual at greater risk for a specific health problem or disorder. Protective factors are personal traits or conditions in families and communities that, when present, contribute to an individual's well-being.<sup>6</sup>
- While protective factors can make people resilient to mental, emotional, and behavioral disorders, risk factors can be detrimental to mental, emotional, and behavioral well-being. Some risk factors include:
  - Negative experiences when communicating with others in the home.<sup>7</sup>

## Any Mental Illness in Past Year among Persons Aged 18 or Older, by State: Percentages, Annual Averages Based on 2008 and 2009 NSDUHs



## A National Perspective

This map displays differences in percentages of people who have experienced mental illness across the United States. While levels vary, it's important to note that at least 16.7 percent of people have experienced mental illness in every State. Knowing the prevalence of these disorders in each State can help communities allocate resources to help prevent future problems.

See [page 3](#) to learn what you can do to lower this statistic and help promote mental health.

Source: SAMHSA, Center for Behavioral Health Statistics and Quality, NSDUH, 2008 and 2009.

## WHAT IS MENTAL, EMOTIONAL, AND BEHAVIORAL HEALTH?

Mental, emotional, and behavioral health refers to the overall psychological well-being of individuals and includes the presence of positive characteristics, such as the ability to manage stress, demonstrate flexibility under changing conditions, and bounce back from adverse situations.

Source: National Research Council & Institute of Medicine. (2009). Preventing mental, emotional, and behavioral disorders among young people: Progress and possibilities. Committee on the Prevention of Mental Disorders and Substance Abuse among Children, Youth, and Young Adults: Research Advances and Promising Interventions. O'Connell, M. E., Boat, T., & Warner, K. E. (Eds.) Board on Children, Youth, and Families, Division of Behavioral and Social Sciences and Education. Washington, DC: National Academies Press.

# What Communities Can Do

## Parents and Caregivers

Create a positive home environment by focusing on these key elements:

- Create and maintain a safe and secure environment, which includes making children feel valued and comfortable with sharing their problems.<sup>14</sup>
- Ensure positive educational experiences both at home and in school.<sup>15</sup>
- Be sure that you and your child communicate effectively and often.<sup>16</sup>
- Limit the presence of alcohol and cigarettes and do not use illicit drugs. These items have long term, negative consequences for emotional health.<sup>17</sup>

In addition to the positive actions you can do at home to ensure your child's well-being, ask your child's doctor about routine mental, emotional, and behavioral health screenings. Seek outside medical help from a physician or one of the additional resources listed below if:<sup>18</sup>

- You recognize changes in your child's behavior that concern you. Such changes would be severe, persistent, and impact your child's ability to take part in daily activities.
- Your child experiences problems such as changes in appetite or sleep patterns, social withdrawal or constant fearfulness.
- Your child exhibits signs of distress such as sadness or tearfulness, or self-destructive behavior.

## Community Leaders and Organizations

- By funding mental health-related programs and awareness initiatives, communities can proactively prevent behavioral health problems rather than waiting until these issues develop and treatment is the only available option.<sup>19</sup>
- Communities can also develop strategies to publicly communicate the importance of mental health and the value of preventive services.
- Communities can implement evidence-based promotion and prevention services for young children, adolescents, and the caregivers of children with mental health issues. Visit SAMHSA's National Registry of Evidence-Based Programs and Practices (NREPP), available at <http://nrepp.samhsa.gov>, for more information.
- Learn more about national efforts in the National Prevention Strategy, available at <http://www.healthcare.gov/prevention/nphppc/strategy/report.pdf>.

## Everyone

- Create and support healthy families and communities that are nurturing and positive, provide stimulating activities, engage in positive communication, and offer support to children and youth, especially during times of stress.<sup>20</sup>
- Contact **SAMHSA's ADS Center** (Resource Center to Promote Acceptance, Dignity and Social Inclusion Associated with Mental Health) at 1-800-540-0320 to learn about what you can do to promote acceptance and make your community an accepting, safe place that promotes mental, emotional, and behavioral health.

## Helpful Resources

- **SAMHSA's National Registry of Evidence-Based Programs and Practices (NREPP)**, available at <http://nrepp.samhsa.gov>, is a searchable online registry of more than 190 interventions supporting mental health promotion, substance abuse prevention, and mental health and substance abuse treatment.
- **"Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities"** by the **The National Research Council and Institute of Medicine**, available at <http://iom.edu/Reports/2009/Preventing-Mental-Emotional-and-Behavioral-Disorders-Among-Young-People-Progress-and-Possibilities.aspx>, is a resource that analyzes prevention practices that have emerged in a variety of settings, including programs for selected at-risk populations (such as children and youth in the child welfare system), school-based interventions, interventions in primary care settings, and community services designed to address a broad array of mental health needs and populations. This resource focuses special attention on the research base and program experience with younger populations.

# Helpful Resources

- **SAMHSA's Resource Center to Promote Acceptance, Dignity and Social Inclusion Associated with Mental Health (ADS Center)**, available at <http://promoteacceptance.samhsa.gov/default.aspx>, is a center that enhances acceptance and social inclusion by ensuring that people with mental health problems can live full, productive lives within communities without fear of prejudice and discrimination. The ADS Center provides information and assistance to develop successful efforts to counteract prejudice and discrimination and promote social inclusion.
- **The Partnership for Workplace Mental Health**, available at <http://www.workplacementalhealth.org>, is an organization that collaborates with employers and maintains a database of successful innovations and strategies.
- **SAMHSA's Mental Health Services Locator**, available at <http://store.samhsa.gov/mhlocator>, is a resource that can help people find mental health services and resources in their communities.

**Confidential help is available 24 hours a day through the National Suicide Prevention Lifeline: 1-800-273-TALK (8255), a toll-free service funded by SAMHSA. You can also call SAMHSA's National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD), for free and confidential information and treatment referrals in English and Spanish.**

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# Writing Your Own Community Fact Sheet

Your group or organization can create a customized fact sheet that highlights facts and statistics specific to your community. Including local information in the fact sheet can help illustrate the direct effects of substance abuse on your community, and the importance of substance abuse prevention and mental health promotion.

## What to Include

When writing a community fact sheet, be sure to include local statistics that are both positive and negative. If possible, include a wide range of statistics that focus on varying age groups and demographics. It's also valuable to provide a sense of perspective by including a small number of national facts and figures.

## Where to Find Local Data

There are a number of resources available that can help you research local and State statistics. Explore the sources below for more information.

- [Centers for Disease Control and Prevention's \(CDC's\) Behavioral Risk Factor Surveillance System \(BRFSS\)](#) is the world's largest, on-going telephone health survey system, tracking health conditions and risk behaviors in the United States. State statistics and contact information are provided.
- [CDC's National Center for Injury Prevention and Control](#) provides information regarding the number of deaths according to cause and manner (e.g., suicide) of populations based on State, race, sex, and age groupings.
- [CDC's Youth Risk Behavior Surveillance System \(YRBSS\)](#) monitors six types of health-risk behaviors that contribute to the leading causes of death and disability among youth and adults, including alcohol, tobacco, and other drug use. The YRBSS includes local survey data.
- [National Survey of Children's Health \(NSCH\)](#) provides easy access to both State-specific and national data regarding children's health topics, such as child mental health status.
- [SAMHSA's Center for Behavioral Health, Statistics and Quality \(CBHSQ\)](#) provides State-specific data on alcohol, tobacco and illegal drug use, as well as mental health. Statistics for certain [metro areas](#) are also available.
- [SAMHSA's National Survey on Drug Use & Health \(NSDUH\)](#) is the primary source of information on the prevalence, patterns and consequences of alcohol, tobacco and illegal drug use, and abuse in the United States.

- SAMHSA's Single State Agency (SSA) resource is a directory of organizations (in all 50 States as well as territories) that can help you find local information.
- Treatment Episode Data Set (TEDS) is a part of SAMHSA's Drug and Alcohol Services Information System (DASIS). TEDS offers data on the demographic and substance abuse characteristics of admissions to and discharges from substance abuse treatment in the United States.
- U.S. Census Bureau has a wealth of State, regional and local data, including "quick facts" and population data by age, gender, and ethnicity.

## Ways to Use Your Community Fact Sheet

It's important to effectively distribute your community fact sheet as part of your **National Prevention Week 2012** promotion efforts. Distribute the fact sheet through community groups, faith-based organizations, schools, libraries and local businesses, and have an ample number of copies available at your **National Prevention Week 2012** event. You can also send fact sheets easily and cost-effectively via e-mail.

# Resources and References

## National Prevention Week 2012 Checklist

Use this checklist to track your progress as you plan your **National Prevention Week 2012** event. You may not find it necessary to perform every step suggested.

### Getting Started

- Identify primary goal for **National Prevention Week 2012** event (see “[Why Celebrate National Prevention Week 2012](#)” and [Keeping Success in Mind](#) in “[Planning Your Event](#)”)
- Create event committee/team/group
- Determine budget (see [Types of Events](#) in “[Planning Your Event](#)”)
- Identify target audience (see “[Why Celebrate National Prevention Week 2012](#)” and [Keeping Success in Mind](#) in “[Planning Your Event](#)”)
- Choose event type (see [Types of Events](#) in “[Planning Your Event](#)”)
- Pick date(s) for event (see [The Themes of National Prevention Week 2012](#) and [Where and When](#) in “[Planning Your Event](#)”)
- Create timeline (see [Suggested Timeline/Calendar](#) in “[Planning Your Event](#)”)

### Location and Invitation List

- Pick location for event (see [Where and When](#) in “[Planning Your Event](#)”)
- Research and obtain necessary permits for event, if applicable
- Secure/reserve event location for chosen date(s)
- Identify back-up location in case of inclement weather (if primary event location is outdoors)
- Identify potential event partners (see “[Identifying and Working With Partners](#)”)
- Create tentative guest list (see [The More the Merrier](#) and [Whom to Include](#) in “[Planning Your Event](#)”)

### Event Support

- Create supply list based on specific event needs
- Hire vendors
- Request in-kind and monetary donations (see “[Identifying and Working With Partners](#)”)
- Recruit volunteers

## Local Event Promotion

- Identify and contact local businesses, centers, schools, places of worship, community event calendars, etc. that may promote your event (see [Publicize Your Event Locally](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Create list of promotional materials for distribution, focusing on who receives which materials, and when (see [Publicize Your Event Locally](#) in “Free and Low-Cost Ways to Get the Word Out” and [Promotional Materials](#) in “**National Prevention Week 2012 Promotional Materials**”)
- Assess need for professional printer, set up printing schedule if necessary (see [Promotional Materials](#) in “**National Prevention Week 2012 Promotional Materials**”)
- Create and print promotional materials and distribute locally and/or digitally (see [Publicize Your Event Locally](#) in “Free and Low-Cost Ways to Get the Word Out” and [Promotional Materials](#) in “**National Prevention Week 2012 Promotional Materials**”)

## Social Media Event Promotion

- Create plan for social media promotion (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Update organization’s or group’s Web site and/or blog with information about **National Prevention Week 2012** event
- Create accounts on Facebook, Twitter, and YouTube
- Use your Facebook account to “Like” and link to the SAMHSA “Prevention Pledge” located on SAMHSA’s Facebook page, and link to the SAMHSA “Prevention Pledge” using your Twitter account (see [SAMHSA’s National Prevention Week 2012 Facebook Page](#) in “Free and Low-Cost ways to Get the Word Out”)
- Create a unique #hashtag for **National Prevention Week 2012** event (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Identify local community and prevention bloggers for targeted outreach and engagement (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Draft social media posts and blogger outreach materials (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out” and [Sample Social Media Content](#) in “Working with the Media”)
- Create schedule for social media posts (on Twitter and Facebook) and blogger outreach (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out” and [Sample Social Media Content](#) in “Working with the Media”)
- Create YouTube promotional video (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out” and [Sample Social Media Content](#) in “Working with the Media”)

- Send bloggers outreach materials, and schedule follow-up e-mails
- Post YouTube video or link to videos on SAMHSA's YouTube channel (see the [YouTube Content](#) in "Free and Low-Cost Ways to Get the Word Out" and [Sample Social Media Content](#) in "Working with the Media")

## Media Outreach

- Determine the story to tell the media and craft corresponding key messages (see [Identify the Story You Want to Tell](#) in "Working with the Media")
- Identify key media networks and publications for outreach efforts (see [Create a Media List](#) and [Contact the Media](#) in "Working with the Media")
- Identify key reporters within targeted networks and publications, and secure contact information (see [Identify the Story You Want to Tell](#) in "Working with the Media")
- Craft and share Pitch Points with event planning team and people within group or organization (see [Create Media Outreach Materials](#) in "Working with the Media")
- Write live-read radio scripts (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in "Working with the Media")
- Set up meetings with a local radio station(s) to arrange for live-read radio broadcasts (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in "Working with the Media")
- Write an op-ed for a local publication (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in "Working with the Media")
- Write a media alert about upcoming event (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in "Working with the Media")
- Write a press release about upcoming event (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in "Working with the Media")
- Send designated reporters op-ed, media alert, and press release (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in "Working with the Media")
- Follow up with reporters as necessary to secure coverage of **National Prevention Week 2012** event

## Promotional Materials

- Craft promotion messages for use in promotional materials (see "[National Prevention Week 2012 Promotional Materials](#)")
- Create custom promotional materials (see [Promotional Materials](#) in "[National Prevention Week 2012 Promotional Materials](#)")

- Print promotional materials, or work with printer to have them produced in bulk quantities (see [Promotional Materials](#) in “[National Prevention Week 2012 Promotional Materials](#)”)
- Sign print version of the “Prevention Pledge” (see [The “Prevention Pledge”](#) in “[National Prevention Week 2012 Promotional Materials](#)”)
- Print copies of the “Prevention Pledge” and distribute it through groups or organizations, partners, and/or local businesses (see [The “Prevention Pledge”](#) in “[National Prevention Week 2012 Promotional Materials](#)”)
- Print fact sheets to distribute at event, to partner organizations, and within media kits (see [Fact Sheets on Themes](#) for [National Prevention Week 2012](#) in “[National Prevention Week 2012 Promotional Materials](#)”)
- Collect data to use in custom Community Fact Sheet (see [Where to Find Local Data](#) in “[National Prevention Week 2012 Promotional Materials](#)”)
- Write Community Fact Sheet using local data (see [Writing Your Own Community Fact Sheet](#) in “[National Prevention Week 2012 Promotional Materials](#)”)
- Print community fact sheet to distribute at your event, to partner organizations, and within media kits (see [Ways to Use Your Community Fact Sheet](#) in “[National Prevention Week 2012 Promotional Materials](#)”)

## Wrap-Up

- Enjoy [National Prevention Week 2012](#) event!
- Post message on Facebook and Twitter thanking community members for attending event
- Print and/or post pictures and/or videos from event on Web site and social media networks (see [Think Visually and Capture the Event](#) in “[Planning Your Event](#)”)
- Write thank you notes to partners, sponsors, and vendors for their assistance
- Compile press clippings from event coverage
- Write overview of event, including lessons learned, for internal use and future event planning
- Fill out the [National Prevention Week 2012](#) feedback form and share with SAMHSA (see [National Prevention Week 2012 Feedback Form](#) in “[Resources and References](#)”)

# Glossary

**Abstinence:** Refraining from use of substances, either as a matter of principle, choice, or other reasons.

**Abuse:** Recurrent substance use leading to clinically significant impairment or distress, and which is characterized by at least one of the following during a 12-month period: failure to fulfill major role obligations at work, school, or home; use occurs in situations in which it is physically hazardous (e.g., driving an automobile or operating a machine when impaired); use causes related legal problems; and the use continues despite the persistent or recurring social or interpersonal problems it causes or exacerbates (e.g., arguments occur about consequences of intoxication, physical fights).

**Age of onset:** The age of first use of drugs or alcohol.

**Binge use of alcohol:** Drinking five or more drinks on the same occasion (i.e., at the same time or within a couple of hours of each other) on at least 1 day in the past 30 days.

**Blood alcohol concentration (BAC):** The amount of alcohol present in a person's bloodstream at a given time after alcohol use.

**Coalition:** An arrangement for cooperation and collaboration between groups of people and/or organizations to work together toward a common goal.

**Community Anti-Drug Coalitions of America (CADCA):** Represents the interests of more than 5,000 community anti-drug coalitions in the country. (<http://www.cadca.org>)

**Community:** A group of individuals who share common characteristics and/or interests. Community can be defined by geography, age group, ethnic or cultural background, sexual orientation, and so forth.

**Department of Health and Human Services (HHS):** The Federal department that houses SAMHSA. HHS is the Government's principal agency for protecting the health and safety of all Americans and providing essential human services, especially for those least able to help themselves. (<http://www.hhs.gov>)

**Dependence:** A cluster of behavioral, cognitive, and physiological phenomena that develop after repeated substance use and that typically include a strong desire to take a drug, difficulties in controlling its use, persistent use despite harmful consequences, a higher priority given to drug use than to other activities and obligations, increased tolerance, and sometimes a physical withdrawal state.

**Evidence-based practice:** Program that has undergone scientific evaluation and has proven to be effective.

**Experimental use:** The first few instances of using alcohol, tobacco, or an illicit drug. The term sometimes refers to extremely infrequent or non-persistent use.

**Heavy use of alcohol:** Drinking 5 or more drinks on the same occasion (i.e., at the same time or within a couple of hours of each other) on each of 5 or more days in the past 30 days. Heavy alcohol users also are defined as binge users of alcohol.

**Incidence:** The rate at which new events occur in a population.

**In-kind contribution:** In-kind contributions toward a grant project are non-cash contributions (e.g., facilities, space, services) that are derived from non-Federal sources, such as State or sub-State non-Federal revenues, foundation grants, or contributions from other non-Federal public or private entities. An example of an in-kind contribution would be a university's donation of time and equipment to print a suicide prevention brochure.

**Mental, emotional, and behavioral problems:** Difficulties that may be early signs or symptoms of mental disorders but are not frequent or severe enough to meet the criteria for a diagnosis.

**Mental health promotion:** Interventions that aim to enhance the ability to achieve developmentally appropriate tasks (developmental competencies) and a positive sense of self-esteem, mastery, well-being, and social inclusion and to strengthen the ability to cope with adversity.

**Misuse:** Use of a substance for a purpose not consistent with legal or medical guidelines. The term is sometimes used to describe the nonmedical use of a prescription drug or the use of a prescription drug in a way that varies from medical direction.

**National Registry of Effective Programs and Practices (NREPP):** A directory designed to support informed decision-making and disseminate timely and reliable information about evidence-based interventions that effectively prevent or treat mental health and substance use disorders. The NREPP directory allows users to access descriptive information about interventions, as well as peer-reviewed ratings of outcome-specific evidence across several dimensions. (<http://nrepp.samhsa.gov>)

**Office of National Drug Control Policy (ONDCP):** The principal purpose of ONDCP is to establish policies, priorities, and objectives for the Nation's drug control program. The goals of the program are to reduce illicit drug use, manufacturing, and trafficking; drug-related crime and violence; and drug-related health consequences. ONDCP is located within the Executive Office of the President. (<http://www.whitehouse.gov/ondcp>)

**Prevalence:** The estimates for lifetime, past-year, and past-month substance use, dependence or abuse, or other behaviors of interest within a given period.

**Prevention:** A step or set of steps along a continuum to promote individual, family, and community health; prevent mental and behavioral disorders; support resilience and recovery; and prevent relapse.

**Relapse:** For the person who has had a substance dependence, a return to drinking or drug use after a period of abstinence, often accompanied by reinstatement of dependence symptoms.

**Substance abuse:** The use of alcohol or drugs despite negative consequences.

**Substance Abuse and Mental Health Services Administration (SAMHSA):** A public health agency within the Department of Health and Human Services. Its mission is to reduce the impact of substance abuse and mental illness on America's communities. (<http://www.samhsa.gov>)

- SAMHSA's Center for Behavioral Health Statistics and Quality (CBHSQ): Responsible for the collection, analysis and dissemination of behavioral health data. (<http://www.samhsa.gov/about/cbhsq.aspx>)
- SAMHSA's Center for Mental Health Services (CMHS): Focuses on the prevention and treatment of mental disorders. (<http://www.samhsa.gov/about/cmhs.aspx>)
- SAMHSA's Center for Substance Abuse Prevention (CSAP): Seeks to prevent and reduce the abuse of illegal drugs, alcohol, and tobacco. (<http://www.samhsa.gov/about/csap.aspx>)
- SAMHSA's Center for Substance Abuse Treatment (CSAT): Supports the provision of effective substance abuse treatment and recovery services. (<http://www.samhsa.gov/about/csat.aspx>)

**Substance dependence:** The persistent use of alcohol or drugs despite negative consequences, often with a physiological dependence characterized by tolerance and/or symptoms of withdrawal.

**Substance use disorder:** An inclusive term referring to either substance abuse or substance dependence.

**Sustainability:** Ability to continue a program or practice after funding ends.

**Target area:** The intended focus of a particular program or intervention.

**Target population:** The specific group of people whom a program or intervention is designed to serve or reach.

**Use:** Self-administration of a psychoactive substance (alcohol or drug).

**Withdrawal:** A group of symptoms that may occur from suddenly stopping the use of an addictive substance, such as alcohol, after chronic or prolonged ingestion.

# Organizations and Places to Turn to for Assistance

There are many organizations, programs, and Web sites you can turn to for support and information on preventing substance abuse and promoting mental, emotional, and behavioral well-being.

## Prevention and Intervention

- **Center for Substance Abuse Prevention (CSAP)** – A Center within SAMHSA that provides national leadership in the Federal effort to prevent and reduce the abuse of illegal drugs, alcohol, and tobacco. (<http://www.samhsa.gov/about/csap.aspx>)
- **Alcohol Screening and Brief Intervention for Youth: A Practitioner's Guide** – A guide provided by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) that serves as a simple tool for identifying youth at risk for alcohol-related problems. (<http://pubs.niaaa.nih.gov/publications/Practitioner/YouthGuide/YouthGuide.pdf>)
- **National Institute on Alcohol Abuse and Alcoholism (NIAAA)** - Provides leadership in the national effort to reduce alcohol-related problems by conducting and supporting research; coordinating and collaborating with other research institutes and Federal programs on alcohol-related issues; collaborating with organizations, agencies, and programs engaged in alcohol-related work; and translating and disseminating research findings. (<http://www.niaaa.nih.gov>)
- **Center for the Application of Prevention Technologies (CAPT)** – A SAMHSA-funded national substance abuse prevention training and technical assistance system dedicated to strengthening prevention systems and the nation's behavioral health workforce. (<http://captus.samhsa.gov>)
- **Community Anti-Drug Coalitions of America (CADCA)** – Represents the interests of more than 5,000 community anti-drug coalitions in the country. (<http://www.cadca.org>)
- **GAINS Center** – A SAMHSA-funded center that promotes effective mental health and substance abuse services for people with co-occurring disorders in contact with the justice system. (<http://www.gainscenter.samhsa.gov/html>)
- **National Action Alliance for Suicide Prevention** – A public-private collaboration developed by SAMHSA to help promote suicide prevention. (<http://www.actionallianceforsuicideprevention.org>)
- **National Registry of Effective Programs and Practices** – A SAMHSA directory designed to support informed decision-making and disseminate timely and reliable information about evidence-based interventions that effectively prevent or treat mental health and substance use disorders. (<http://nrepp.samhsa.gov>)
- **The Suicide Prevention Resource Center** – A SAMHSA-funded center that provides prevention support, training, and resources to assist organizations and individuals to develop suicide prevention programs, interventions and policies. Resources include information on school-based prevention programs, a best practices registry, State information and more. (<http://www.sprc.org>)

## Substance Use and Abuse

- **Alcoholics Anonymous** – An organization that offers support for people with alcohol problems through mutual support and has a primary purpose of helping alcoholics achieve sobriety. (<http://www.aa.org>)
- **Center for Substance Abuse Treatment (CSAT)** – A center within SAMHSA that supports the provision of effective mental and substance use disorder treatment and recovery services. (<http://www.samhsa.gov/about/csat.aspx>)
- **The Fetal Alcohol Spectrum Disorders Center for Excellence** – A SAMHSA-funded center devoted to preventing and treating Fetal Alcohol Spectrum Disorders (FASD); the Center provides information and resources about FASD and materials to help raise awareness. (<http://www.fasdcenter.samhsa.gov>)
- **Narcotics Anonymous** – An organization that offers support for people with addiction problems through a peer support network and recovery process, with a mission of providing an environment in which addicts can help one another stop using drugs and find a new way to live. (<http://www.na.org>)
- **NIDA InfoFacts** – A Web site hosted by the National Institute on Drug Abuse (NIDA) that provides updated information on the health effects of specific drugs, including club drugs and herbal mixtures. (<http://www.drugabuse.gov/infofacts/infotestsindex.html>)
- **Office of National Drug Control Policy (ONDCP)** – A White House-based office that establishes policies, priorities, and objectives for the Nation's drug control program. The goals of the program are to reduce illicit drug use, manufacturing, and trafficking, drug-related crime and violence, and drug-related health consequences. (<http://www.whitehouse.gov/ondcp>)
- **SAMHSA's Treatment Locator** – A searchable directory of drug and alcohol treatment programs that shows the location of facilities around the country that treat drug abuse and alcohol problems. (<http://findtreatment.samhsa.gov>)

## Mental Health

- **Center for Mental Health Services (CMHS)** – A center within SAMHSA that focuses on the prevention and treatment of mental disorders. (<http://www.samhsa.gov/about/cmhs.aspx>)
- **The Partnership for Workplace Mental Health** – A partnership that works with businesses to ensure that employees and their families living with mental illness, including substance use disorders, receive effective care. (<http://www.workplacementalhealth.org>)
- **SAMHSA's Mental Health Services Locator** – A resource that helps people find mental health services and resources in their communities. (<http://store.samhsa.gov/mhlocator>)

- **SAMHSA's Resource Center to Promote Acceptance, Dignity and Social Inclusion Associated with Mental Health (ADS Center)** – An initiative within SAMHSA that works to enhance acceptance and social inclusion by ensuring that people with mental health issues can live full, productive lives within communities without fear of prejudice and discrimination. It provides information and assistance to develop successful efforts to counteract prejudice and discrimination, and to promote social inclusion. (<http://promoteacceptance.samhsa.gov/default.aspx>)

## Health and Wellness

- **10 by 10 Wellness Campaign** – A SAMHSA campaign that promotes wellness for people with mental illness with the hope of increasing life expectancy by 10 years over the next 10 years. (<http://www.promoteacceptance.samhsa.gov/10by10/default.aspx>)
- **Healthy People** – A program within the Department of Health and Human Services, Office of Disease Prevention and Health Promotion, that provides science-based, 10-year national objectives for improving the health of all Americans. (<http://www.healthypeople.gov>)
- **National Prevention Strategy** – A comprehensive plan released by the U.S. Surgeon General that will help increase the number of Americans who are healthy at every stage of life. (<http://www.healthcare.gov/prevention/nphpphc/strategy/report.pdf>)

## Resources for Adolescents, Teens, Young Adults, and College Students

- **Al-Anon/Alateen Family Groups** – An organization that offers support groups for families and friends of people with alcohol problems. (<http://www.al-anon.alateen.org>)
- **The National Advisory Council on Alcohol Abuse and Alcohol Prevention Task Force on College Drinking** – A task force that provides research and information on college drinking. (<http://www.collegedrinkingprevention.gov>)
- **NIDA for Teens** – A Web site supported by the National Institute on Drug Abuse (NIDA) that provides facts for teens about prescription drug abuse and illicit drug use. (<http://teens.drugabuse.gov>)
- **Safe Schools, Healthy Students** – An initiative, supported by the U.S. Department of Health and Human Services, the U.S. Department of Education, and the U.S. Department of Justice that is designed to prevent violence and substance abuse among our nation's youth, schools and communities. (<http://www.sshs.samhsa.gov>)
- **Stop Underage Drinking** – A Federal interagency initiative that provides information on underage drinking, such as data and statistics; resources for parents, youth, educators, community organizations and businesses; and more. (<http://www.stopalcoholabuse.gov>)
- **Students Against Destructive Decisions (SADD)** – A peer-to-peer education, prevention, and activism organization dedicated to preventing destructive decisions; particularly underage drinking, other drug use, risky and impaired driving, teen violence, and teen suicide. (<http://www.sadd.org>)

- **The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking –** A resource from the U.S. Department of Health and Human Services (HHS) that provides information on underage drinking.  
(<http://www.surgeongeneral.gov/topics/underagedrinking>)
- **Too Smart To Start** – A SAMHSA public education resource that helps youth, families, educators and communities to prevent underage alcohol use and its related problems.  
(<http://www.toosmarttostart.samhsa.gov>)
- **The Trevor Project** – An initiative that promotes acceptance of gay, lesbian, bisexual, and questioning teens and helps to prevent suicide among those youth. The Trevor Helpline, which can be reached at 1-866-488-7386, is a 24-hour toll-free suicide helpline for gay, lesbian, bisexual, and questioning youth.  
(<http://www.thetrevorproject.org>)
- **UnderageDrinking.SAMHSA.gov** – A public education Web site, supported by the Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, that communicates to parents how they can help reduce their child's risk of becoming involved with alcohol. (<http://underagedrinking.samhsa.gov>)
- **The White House Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign** – A campaign that provides resources for parents through its “Parents: The Anti-Drug” campaign, as well as materials directed toward teens through its “Above the Influence” campaign. (<http://www.theantidrug.com>) and (<http://www.abovetheinfluence.com>)

## Trauma and Crisis

- **Dealing with the Effects of Trauma: A Self-Help Guide** – A SAMHSA document that provides guidance on coping with the mental health effects of trauma and on taking charge of one's own recovery. It offers information on seeking help from a professional care provider, and lists daily and long-range activities that facilitate the recovery process. (<http://store.samhsa.gov/shin/content/SMA-3717/SMA-3717.pdf>)
- **Disaster Response** – A SAMHSA resource that offers practical advice and resources on how to deal with the effects disasters can have on physical and mental health.  
(<http://www.samhsa.gov/Disaster>)
- **Disaster Technical Assistance Center (DTAC)** – A SAMHSA-funded center that provides resources to prepare States, territories, and local entities to deliver an effective mental health and substance abuse response during disasters.  
(<http://www.samhsa.gov/dtac>)
- **National Center for Trauma Informed Care (NCTIC)** – A SAMHSA-funded technical assistance center that is dedicated to building awareness of trauma-informed care and promoting the implementation of trauma-informed practices in programs and services.  
(<http://www.samhsa.gov/nctic>)

- **National Center on Substance Abuse & Child Welfare (NCSACW)** – A center funded by SAMHSA and the Administration on Children, Youth and Families that is dedicated to improving systems and practice for families with substance abuse disorders who are involved in child welfare and family judicial systems, by assisting local, State, and tribal agencies. (<http://www.ncsacw.samhsa.gov>)
- **National Child Traumatic Stress Network (NCTSN)** – A network that is dedicated to improving access to care, treatment, and services for children and adolescents exposed to traumatic events. (<http://www.nctsnet.org>)
- **National Suicide Prevention Lifeline** – A 24-hour, toll-free, confidential suicide prevention hotline available to anyone in suicidal crisis or emotional distress. The Lifeline's national network of local crisis centers provides crisis counseling and mental health referrals day and night. The Lifeline is supported by a grant administered by SAMHSA. (<http://www.suicidepreventionlifeline.org>)

## Data and Statistics

- **Center for Behavioral Health Statistics and Quality (CBHSQ)** – A center within SAMHSA that has primary responsibility for the collection, analysis, and dissemination of behavioral health data. (<http://www.samhsa.gov/about/cbhsq.aspx>)
- **Centers for Disease Control and Prevention's (CDC's) Behavioral Risk Factor Surveillance System (BRFSS)** – A telephone health survey system that tracks health conditions and risk behaviors in the United States, provides State statistics, and contact information. (<http://www.cdc.gov/brfss>)
- **Centers for Disease Control and Prevention's (CDC's) National Center for Injury Prevention and Control (NCIPC)** – A center that provides information regarding the number of deaths according to cause and manner (e.g., suicide) of populations based upon State, race, Hispanic origin, sex and age groupings. (<http://www.cdc.gov/injury>)
- **Centers for Disease Control and Prevention's (CDC's) Youth Risk Behavior Surveillance System (YRBSS)** – A program that monitors six types of health-risk behaviors that contribute to the leading causes of death and disability among youth and adults; including alcohol, tobacco and other drug use. The YRBSS includes local survey data. (<http://www.cdc.gov/HealthyYouth/yrbs>)
- **Monitoring the Future** – A NIDA-supported, ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults. (<http://monitoringthefuture.org>)
- **SAMHSA's Directory of Single State Agencies (SSA)** – A directory of State government offices (in all 50 States as well as territories) that offers State-level contact information for programs addressing mental health, substance abuse prevention, and substance abuse treatment. (<http://www.samhsa.gov/grants/ssadirectory.pdf>)

- **SAMHSA's National Survey on Drug Use & Health (NSDUH)** – A publication that provides information on the prevalence, patterns and consequences of alcohol, tobacco, and illegal drug use and abuse in the United States.  
(<http://oas.samhsa.gov/nsduhLatest.htm>)
- **Treatment Episode Data Set (TEDS)** – A SAMHSA-funded data set on the demographic and substance abuse characteristics of admissions to and discharges from substance abuse treatment in the United States.  
(<http://wwwdasis.samhsa.gov/webt/NewMapv1.htm>)
- **United States Census Bureau** – A bureau that provides a wealth of State, regional and local data; including “quick facts” and population by age, gender, and ethnicity.  
(<http://www.census.gov>)

# National Prevention Week 2012

## Feedback Form

### National Prevention Week 2012 Event Assessment

**Event Name:**

**Organization or Group:**

**Location:**

**Date of Event:**

**Briefly describe your National Prevention Week 2012 event:**

**What was the purpose of your event (e.g., to raise money, to raise awareness, to form new partnerships, to bring the community together)?**

**Who was your target audience (e.g., all community members, youth, parents, at-risk populations, community leadership)?**

**What do you believe you did well while planning and hosting your event?**

**What would you have done differently?**

**What theme(s) did you address during your event?**

- Prevention of Underage Drinking
- Prevention of Prescription Drug Abuse and Illicit Drug Use
- Prevention of Alcohol Abuse
- Suicide Prevention
- Promotion of Mental, Emotional, and Behavioral Well-Being
- All of the above

**Did you receive a pilot site award from SAMHSA?**

- No
- Yes

**What was your event budget?**

- Under \$100
- \$100 - \$250
- \$250 - \$500
- \$500 – \$1,000
- Over \$1,000

**Did you work with partners and/or sponsors?**

- No
- Partners [If so, how many?]
- Sponsors [If so, how many?]

**Did you receive in-kind donations?**

- No
- Yes [If so, what was the estimated value?]

**How did you promote your event?**

- Flyers
- Word-of-mouth
- Created event Web site
- Added event information to current Web site
- Twitter
- Facebook
- YouTube
- Blogger outreach
- Op-ed
- Live-read radio spots
- Media Alert
- Interviews with local media
- Sticker distribution
- Pocket card distribution
- T-shirt creation
- Other

**How many people attended your event?**

- Fewer than 20 people
- 20 – 49 people
- 50 – 99 people
- 100 – 149 people
- 150 – 250 people
- More than 250 people

**On a scale from 1 to 5, please rate the following items.**

**1 = Strongly Disagree    2 = Disagree    3 = Agree    4 = Strongly Agree    5 = Couldn't agree more!**

Overall, the National Prevention Week 2012 Toolkit was a helpful resource.

1    2    3    4    5

The timeline in the Toolkit was realistic; enough time was given to plan a successful event.

1    2    3    4    5

The event ideas and budgets in the Toolkit were realistic and helpful.

1    2    3    4    5

The samples and templates in the Toolkit were useful.

1    2    3    4    5

The organizations and Web sites provided in the Toolkit were helpful resources.

1    2    3    4    5

I/we would like to host another National Prevention Week event.

1    2    3    4    5

**Please include any comments and/or feedback that may help us  
to improve National Prevention Week and/or the Toolkit in the future:**

This form must be e-mailed, faxed, or postmarked on the day of your event.

**Please print this form and mail it to:**

Erin Schwille  
Health Communications and Marketing Team  
Edelman  
1875 Eye Street NW  
Suite 900  
Washington, DC 20006

**Or save it and e-mail it to:** erin.schwille@edelman.com

**Or print it and fax it to:** 202-371-2858

[www.samhsa.gov/preventionweek](http://www.samhsa.gov/preventionweek)



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2012 national  
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